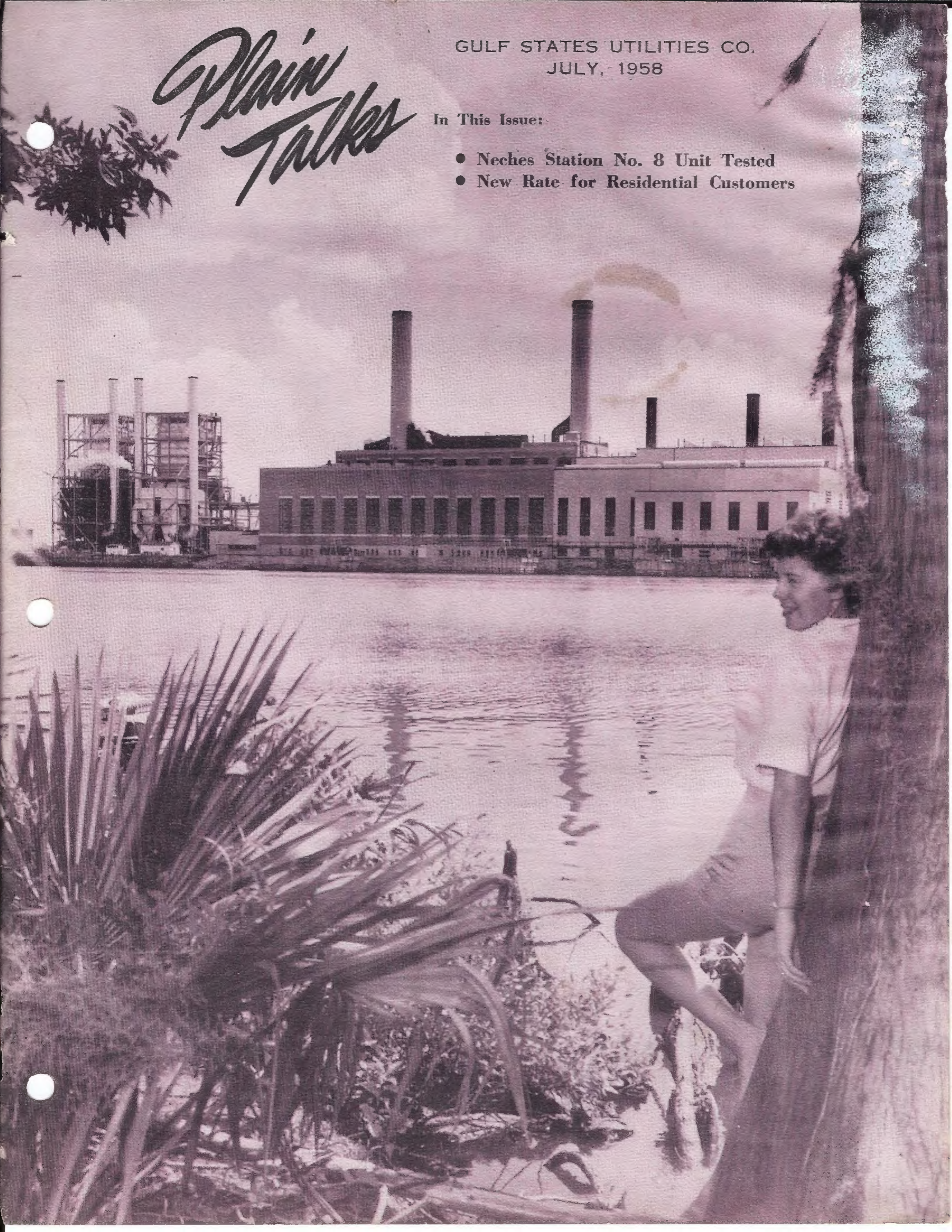


Plain Talks

GULF STATES UTILITIES CO.
JULY, 1958

In This Issue:

- Neches Station No. 8 Unit Tested
- New Rate for Residential Customers



July, 1958

Vol. 36, No. 7

Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 951, Beaumont, Texas. Kenneth Sutton, advertising director, James S. Turner, supervisor of publicity and editor; Jack Stengler, associate editor; Alton Young, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

What Will It Be Like In 1976?

Many of you will be around on July 4, 1976, to help celebrate our nation's 200th birthday.

What kind of country will this be in 18 years? Will it be the kind of country our forefathers - a group of the wisest men the world has ever known - envisioned when they prepared the Declaration of Independence, the Bill of Rights and the Constitution? Will it be a country which has become the most powerful in history due to their intelligence in charting our course toward a land then unknown to mankind - a land of free, competitive enterprise, unlimited individual achievement, and a decentralized, representative government of, for and by the people?

The millions of Americans who believe in and own shares in our free enterprise system can still resolve that question so important to future generations.

Let's take this industry - the electric utility industry - as an example of the American free enterprise system.

Some countries of the world have no individual investors. In those countries, naturally, there are no investor-owned utilities, such as ours. In those countries the government controls the power industry; hence, it controls all industry.

That could happen here.

If the American people believe that free enterprise can operate business in a manner satisfactory to the consumer, employee, and investor, and let their voices be heard, our nation will continue to grow and prosper. On the other hand, if they don't care whether

or not the government controls the electric industry, then, in the end, the government **will** control and operate it.

If the government were to control the power industry in America, it would mean that the government would regulate rates just as they now regulate taxes on an individual's personal income. Likewise, if the government were to operate other industries, an even greater percentage of personal income would be given over to taxes.

In other words, freedom of personal choice, one of the most important guaranties in our Constitution, would no longer exist. Through taxes we are already unwilling investors in TVA and many other examples of government in business. We have no choice in the matter. What's next? Communications? Transportation? Steel? Oil? Gas?

If such a state comes to be, there could be no profit system, nor any danger of suffering a loss. There would be no need to exercise personal initiative. The ambitious and industrious person would become as extinct as the dinosaur, unless he made politics his career. Why not? If a useless man could have everything that the useful man might earn, what would be the purpose of personal achievements, or of setting a goal for oneself? Even more important, perhaps, on what basis could a parent hope for a promising future for his children?

The free enterprise country or the welfare state - which will it be?

It's a matter of choice. It's up to us.

DH

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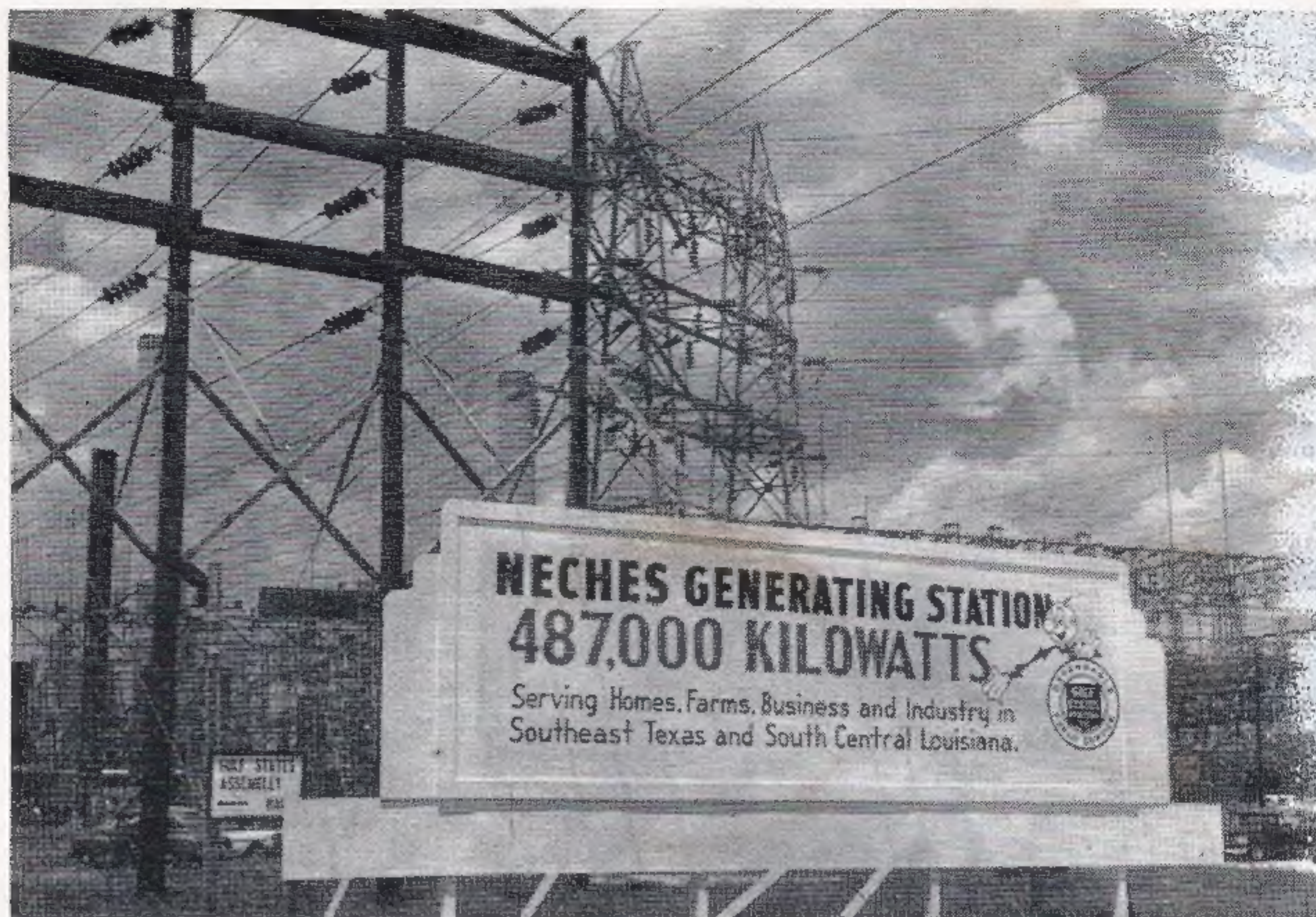
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OUR COVER



Betty Wiggins, stenographer in the Advertising Department in Beaumont, views the new sky-line of Neches Station from across the river. The new #8 unit is at the extreme left. The addition of #8 brings the generating capability of Neches Station up to 487,000 kilowatts.



Neches Station 'Number 8' Put Through Paces

A powerful addition to our growing Production Department was put through its paces when preliminary testing began on "Number 8" unit at Neches Station this month.

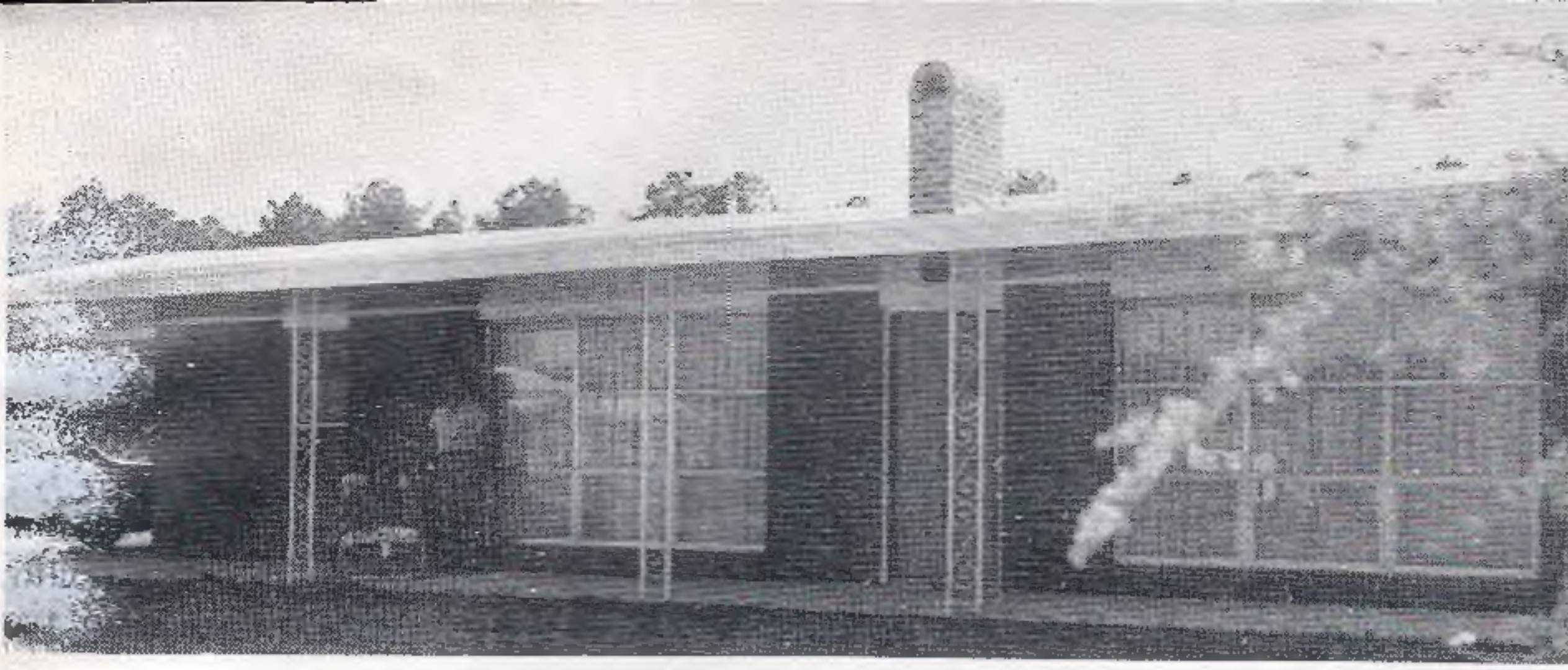
The 111,000 kilowatt, outdoor type, turbo-generator boosts the generating capability of Neches Station to 487,000 kilowatts as part of our record expansion program.

The "shakedown" will completely test the unit, allow for final adjustments and generally "prove" the big unit before putting it "on the line" commercially.

Number 8 and its twin outdoor unit, Number 7, are controlled from a central station, from which the operator keeps his eye on the generation of 222 million watts - enough to power 1,480,000 TV sets simultaneously. Each turbo-generator is capable of producing more power than Neches Station units 1 through 5 combined.



W. A. Whitten, plant superintendent, (center) checks the control board of "Number 8" unit as H. G. Zahn, control operations foreman, (left) and E. R. Griffith, operating engineer, help test the newest Neches Station generating unit which boosts the plant's power capability to 487,000 kilowatts.



Mr. and Mrs. Herbert Delaune relax in front of their new all-electric home in Livingston, Louisiana. Herbert is residential sales representative in the Denham Spings District.



Gulf Staters Practice What They Preach

Notice anything different lately in the classified advertising section of your newspapers devoted to the sale of new homes?

Prospective home buyers in the past six months have been reading more and more about homes rated as Medallion Homes — either Gold or Bronze.

A nation-wide program, Medallion Homes are gaining rapidly in popularity. In the area we serve, our Residential Sales Departments cooperate with architects, building contractors, electrical contractors, suppliers and dealers, to encourage the home-buying public to insist on the best in electrical conveniences — present and future — when buying or building a home.

For the first five months of this year, 399 new homes on our lines have qualified for either a gold or bronze medallion.

There's no secret formula for the success of the Medallion Home Program. It overcomes one of the ancient bugaboos of selling electric living —

inadequate wiring — by guaranteeing the homeowner full **HOUSEPOWER**, plus a reserve supply to take care of the appliances he will want to add in the future.

Residential Sales Departments in each division are promoting the program, backed by a comprehensive advertising campaign. In the field, the program is being carried forward by our residential salesmen in cooperation with 71 builders who construct Medallion Homes in our service area.

To qualify for a Gold Medallion rating, the home must include: an electric range; an electric water heater; a 30 amp, 230 volt electric dryer circuit; a 20 amp, 115 volt electric washer circuit; a heat pump or electric air-conditioning in combination with electric heating, both of which are sufficient to cool and heat the entire house; a dishwasher and disposal unit; built-in electric heaters in bathrooms; one or more outlets on usable wall space of each room; high quality lighting, subject to the approval of Residential Sales Department.

Bronze Medallion Homes must have: an electric range outlet (230 volt); an electric dryer circuit, 30 amp, 230 volt; two or more 230 volt room air-conditioning outlets or central electric air-conditioning; built-in electric bathroom heaters; one or more outlets on usable wall space in each room and a minimum 100 ampere service.

Obviously, the Medallion Home Program is making the public more conscious of the advantages of electric living — today and tomorrow. And with today's home-buying becoming more and more a long-range investment, the buyer wants to be sure that when he needs more of our Company's low-cost electricity, his home will be ready and able to handle it. That sells 'em.



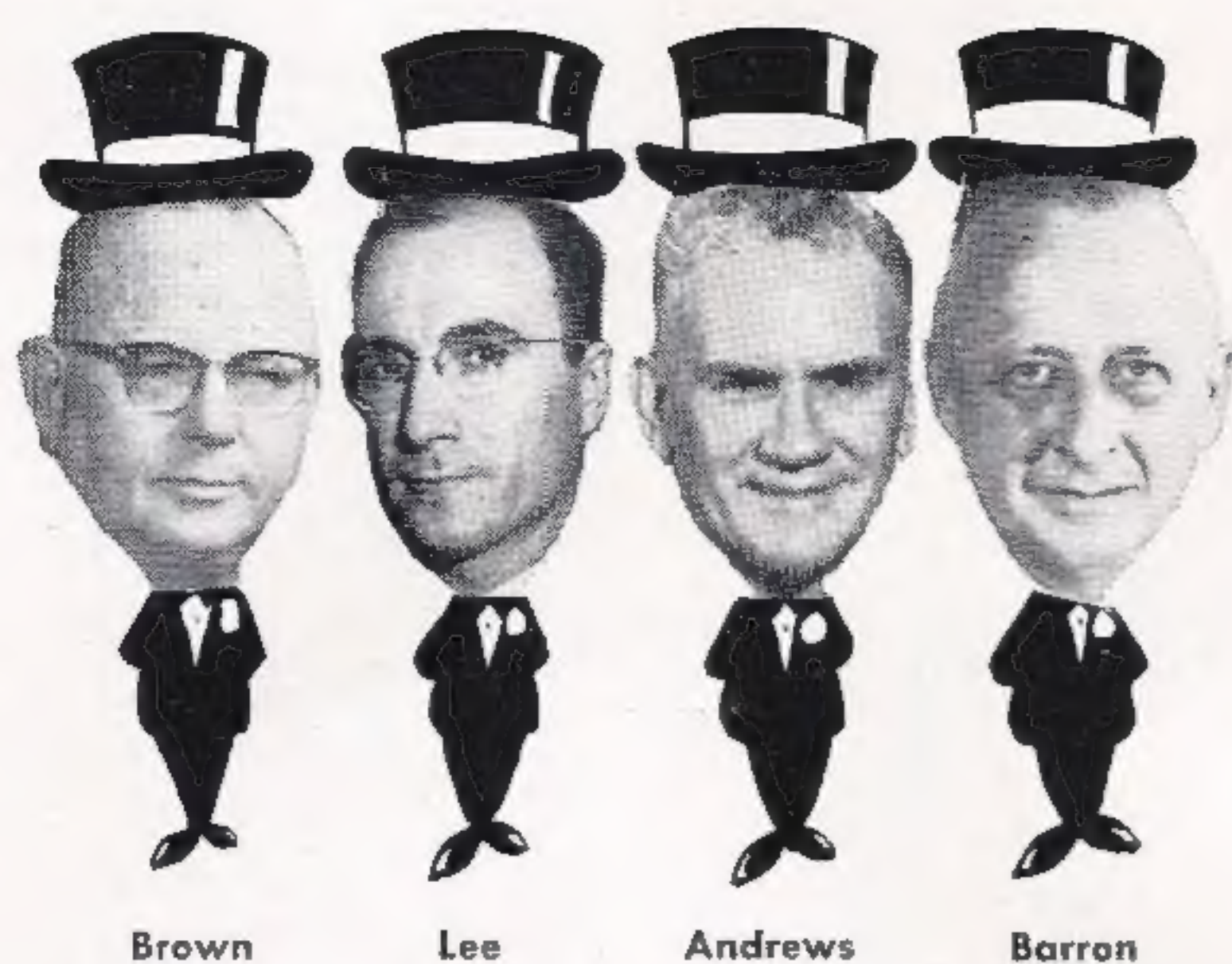
Herbert tells Gloria, "This Gold Medallion means our all-electric home is tops in comfort and convenience."

Herbert sees what's cooking in the built-in oven while Gloria prepares the rest of the dinner.



Even the man of the house doesn't mind washing dishes in the electric dishwasher.





President Nelson Speaks To Analyst Group

"Gulf States is fortunate to be serving a generous portion of the Gulf Coast, which is bound to develop tremendously even in our lifetimes to become universally recognized for what it already is: the chemical center of the world."

This was the keynote of an address by President Roy Nelson to the security analysts group in San Francisco, California, July 10.

Mr. Nelson said that the demand for more electric power stemming from the location of many new chemical firms in our service area, during the past 2½ years, makes it necessary for us to complete the largest expansion program of our Company's history in the next four years.

"Our present expectation is that we will double our present generating capacity in the five-year period ending with 1963," he said.

William H. Gieseke, vice president and secretary, Beaumont, and L. V. Smith, vice president and assistant treasurer, Baton Rouge, assisted Mr. Nelson in his presentation.

Baton Rouge Wins Topper Award For May

Topper Results Given For May

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
			Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
1 Baton Rouge	18	1	2791	1384	50	1	518	91	18	4	1870	639	34	3	59	40	68	2	30	223	743	1
2 Beaumont	8	4	2597	1176	45	2	482	322	67	2	1740	720	41	1	73	47	64	3	25	88	352	2
3 Lake Charles	14	2	2081	562	27	5	386	181	47	3	1394	503	36	2	54	16	30	5	20	56	280	3
3 Navasota	3	5	924	367	40	3	171	142	83	1	620	125	20	5	11	10	91	1	10	10	100	5
5 Port Arthur	10	3	1307	498	38	4	243	38	16	5	876	293	33	4	28	16	57	4	15	22	147	4
TOTAL	12		9700	3987	41		1800	774	43		6500	2280	35		225	129	57		100	399	399	

1957

18

5 Mos. 3060

5 Mos. 570

5 Mos. 2629

5 Mos. 66

*Monthly Kwh figures are used here but accumulated Kwh figures will be used in determining the year's winner.

*Monthly Kwh figures are for month just previous.

SYSTEM SALES DEPARTMENT

THRU MAY, 1958



Retirement...

THE GOLDEN YEARS

A while back we heard about a millionaire who was retiring.

As was commonplace, friends and business associates made preparations to give the man something in the way of a gift at the threshold to the Golden Years.

Some mentioned a desk pen set, others a permanent box at the ball park. But the millionaire in question got wind of the gifts and made his own recommendation - he'd like that old drill press in one of his shops!

Good for him! And we can understand how he amassed a million - with an awful lot of common sense, enough to realize the wisdom in the saying

that **a rut is different from a grave only in the fact that you dig it yourself.**

This is a story about retirement, sensible retirement. It is dedicated especially to the 73 annuitants Gulf States is proud to call its own—and aimed at every working person among us today.

Here is the message **Retiring is like a job; you have to work at it.**

Retirement does not mean an indefinite period in which you are obligated to waste time!

A New Era Of Enthusiasm

Tom P. Walker, who was with the Company from 1929 to 1942 (he was

president at the time he left Gulf States), recently retired as chairman of the board of Transcontinental Gas Pipe Line Corp., and offered some priceless advice on the advent of his departure from duties, as quoted from a Houston Chronicle excerpt of his message.

"It's going to be lots of fun to sift out a host of projects that the past has had to let go by.

"I'd sure hate to be so busy doing woodwork and playing shuffleboard that I'd miss a trip to the moon."

So the key to retiring is work, the same as in making a living...but it is work made play because you don't have to do it! Don't bog down on things that lose their lustre...expand a little into something you never even considered before. A sideline you enjoyed earlier in life can suddenly become an important source of additional retirement income.

We read about a lady in her late sixties who on a whim started into painting and talked a rich businessman into sitting for his portrait.

She did such a good job that several admirers immediately asked the amateur painter to do their portraits!

How does she feel about her newly-found diversion.

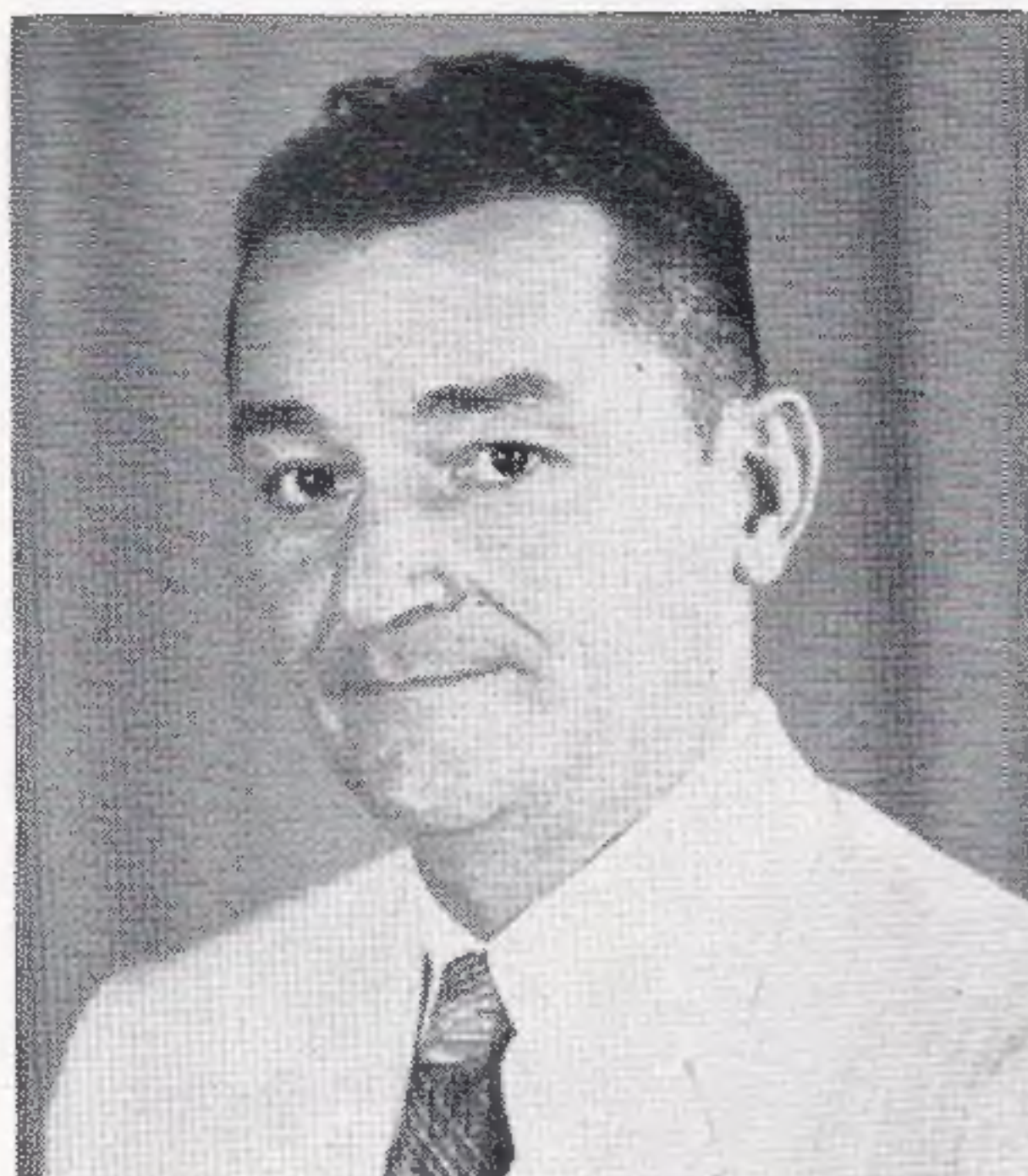
"Pooh! You can paint, even if you're ninety and tied to a rocking chair. The nicest thing about it is that you can always be interested in whatever subject you tackle."

No Rut For Poor Richard

Above all, don't feel as if retirement is the end of useful toil. Benjamin Franklin retired at forty-two in order to live his own life, and what a life it was! He didn't clutch the edge of his office desk and shout that he was indispensable to all printers and publishers.....he calmly contributed more useful things to all people of the world than a hundred other inventors and scholars have done before or since.

We at Gulf States know our own retired people are in every way living up to the confidence we must place in them. They're good citizens and good neighbors...and they are very much a part of our changing world. Two are city mayors (J. L. Crouch in Calvert, Texas, and C. A. "Chief" Meeks in Orange). And we're proud of them all.

So this is directed at you whether you retire in two years or in twenty. Look forward to it with the kind of optimism you would any other kind of job—it could very easily be your most satisfying!



E. E. Julian



M. C. McCormick

Baton Rouge T & D Promotes Two

The Baton Rouge T&D Department has announced two promotions which became effective June 16.

E. E. Julian was promoted to assistant general substation foreman and M. C. McCormick was promoted to substation foreman.

Mr. Julian joined the Company, July 1939, in the Baton Rouge T&D Depart-

ment. He was promoted to substation foreman in June, 1947.

Employed in our Baton Rouge T&D Department in September 1945, Mr. McCormick was made substation mechanic 1st class in August 1949, the position he held at the time of this promotion.

Bouquets To 'Miss Mary'

After many years of company service in our Beaumont office, Mary Lilyerstrom retired in September, 1955, and moved to Liberty, Texas. Always an energetic civic and church-worker, she has, in a few short years, established herself as a faithful and dependable citizen, a credit to the community. This is what the Liberty Chamber of Commerce publication had to say about "Miss Mary" last May:

"Roses for the ladies..... I want to present this particular bouquet to a woman who has meant and means a lot to Liberty. As a church-worker, civic leader, speaker, career-woman, executive, an indefatigable worker for good causes, she is without a peer in our community. Always eager, always willing, always cheerful, brimful of the elixir of life, ready to go, ready to serve, easy to get along with, helpful,

considerate, thoughtful her services are constantly in demand and she gives herself wholeheartedly and gladly. A native of Sweden her native land's loss was our country's gain. For years, she worked for Gulf States Utilities Co., in Beaumont, but she loved Liberty, and even while a resident of another city taught a Sunday school class here. Upon retirement, she came to Liberty to make her home, but she has in no sense retired here. For almost two years, she has been Executive Secretary of the Liberty County Tuberculosis Association. She helped make our bi-centennial observance a success. She is a credit to her sex, her adopted country and our city. With pride and pleasure I give this bouquet of roses to Miss Mary Lilyerstrom, as a small testimonial of the affection and esteem in which she is held."

Residential KWH Use Up

Our Company registered the largest gain in residential kilowatthour use for the calendar year through May 30, among the 14 electric utilities which comprise the West South Central group, according to the Market Research Committee of the Edison Electric Institute.

The company's Kwh gain was 94 for the year. In second place was Houston Lighting & Power Company, with 81 Kwh.

Our Kwh increase for May, 1958, over May, 1957, was 371 Kwh, second only to HL & P. Our Kwh increase for May over April was 15 Kwh.



H. V. Scanlon

H. V. Scanlon To Retire Next Month

H. V. Scanlon, confidential records clerk in the Beaumont Treasury Department, retires August 1 after 30 years of service with our company.

A native of Chelsea, Massachusetts, Mr. Scanlon joined Gulf States in October, 1927, as chief clerk in Beaumont. He became supervisor of credits and collections in 1933, was general clerk from 1941 until 1949, when he was promoted to confidential records clerk, all in Beaumont.

Mr. Scanlon plans to stay on in Beaumont after retirement, and, as he put it, "take it easy for a while."



The little lady came out onto her front porch as the tree-trimming foreman finished his knock at the door.

She was gracious and listened attentively as he made known his purpose—he wanted to trim the leafy tree on her front lawn that was hanging dangerously over utility lines near the street.

“Young man, you can do as you like with the bushes, but not the tree . . . that tree has been there a long, long time.”

And that was the end of the conversation. She just couldn't understand.

A few weeks later the uppermost branches of the tree crashed down in a windstorm, hauling the high-voltage wires to the street and causing a power failure in thousands of homes in the area.

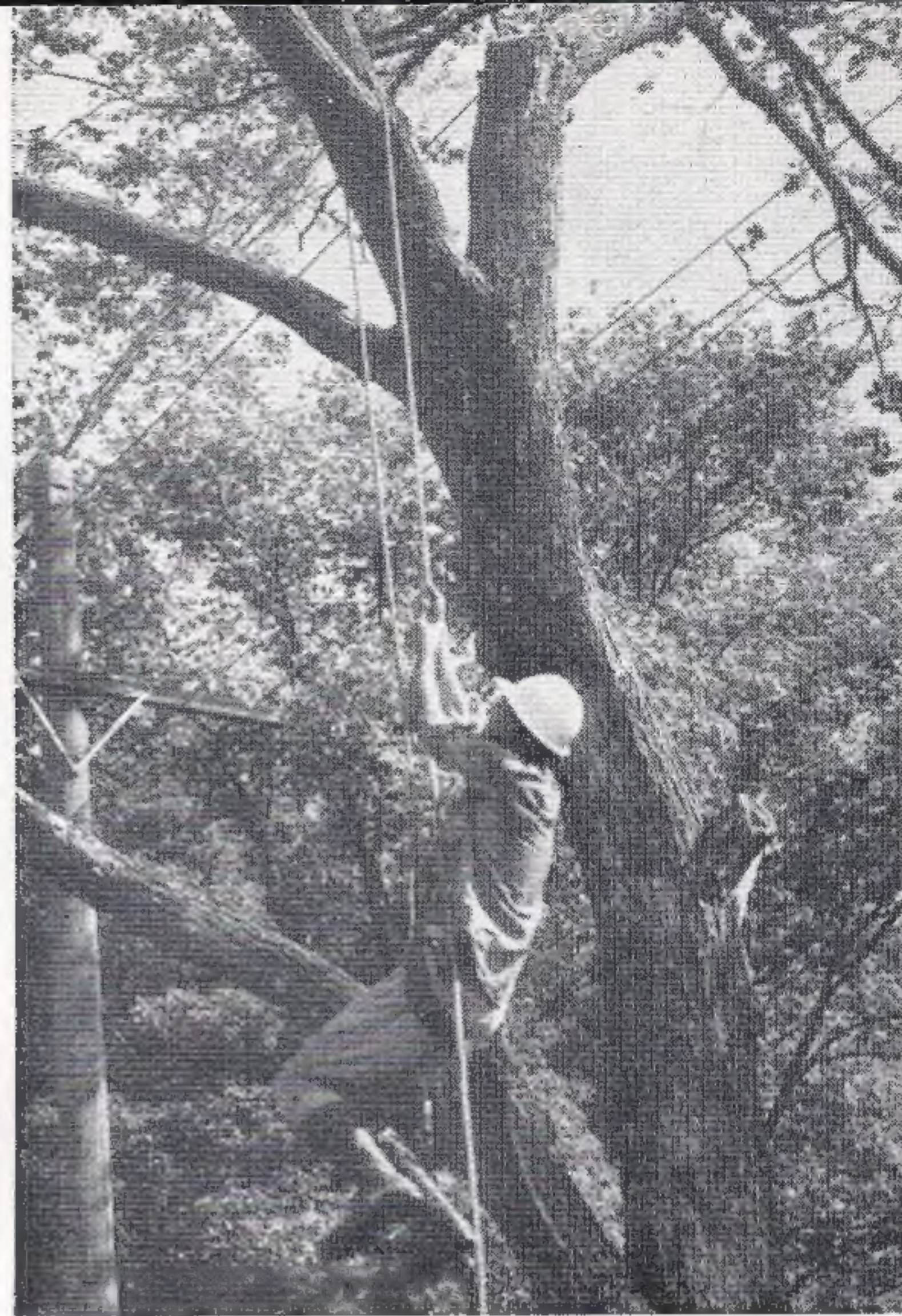
It was night, and the lady in question fussed a little and lit a candle. The next morning she went out and saw the same tree-trimming crew clearing away the remainder of her tree. Now she understood, but a little late.

The pictures on this page show a crew from Blume System Tree Experts, of Houston, Texas, at work. Blume System handles Gulf States' tree trimming operations in Texas and western Louisiana on a contract basis.

By using speedy, experienced crews and the latest equipment, they keep our lines free from limbs and branches—when they can get permission to trim.

Our lines, of necessity, traverse lawns and gardens on their way to deliver electricity to homes we serve. That's where we are given permission to put our equipment.

Cutting and pruning trees that threaten to disrupt service, while sometimes regrettable, is a continuing and important job in the tree-laden metropolitan areas we serve.



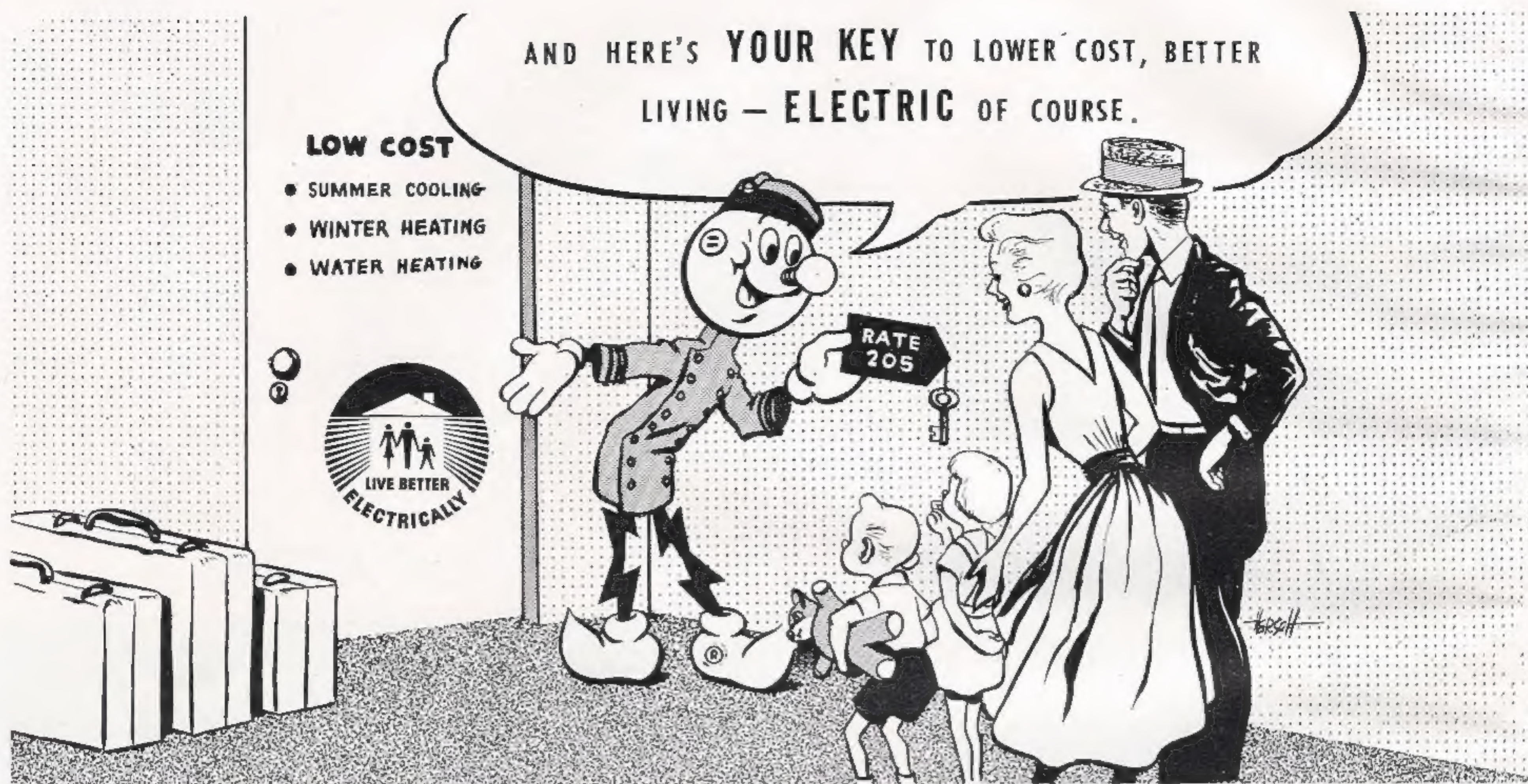
J. D. Riddick clambers up rope to cut out offending branches of tree at corner of Avenue E and Franklin Street in Beaumont.



Ross Coleman, in white shirt, Blume System's Beaumont area manager, discusses trimming operation with owner of trees in question. W. L. Harris, foreman of the trimming crew, makes notes.

W. L. Walcott gets busy with a special-type axe on the limb teammate Riddick has sawed away from the tree. In a few minutes this branch will be reduced to tiny chips.





Schedule 205

Encourages Use Of More Electricity By Residential Customers In Texas

Residential electric customers in all unincorporated Texas areas served and in 35 incorporated Texas cities served are able to live better electrically at lower unit cost than ever before with the recent establishment by our company of a new residential rate - schedule 205.

The new rate, which encourages fuller use of major electric appliances and year 'round heating and cooling of homes at lower operating costs, is made possible by the addition of fuel and tax clauses in the revised rates.

Bargain aspects of the rate begin after a customer uses 600 kilowatt-hours (in Texas, that's \$15.56 worth of electric service a month.) Kilowatt-hours used after 600 kilowatthours in the "summer months," exclusive of water heating, cost only 1.5 cents a

kilowatthour. In the winter months (November - April), also exclusive of water heating, the unit cost is down to a record low of 1.17 cents a kilowatt-hour, or just a fraction over a penny.

Rate 205 also offers more kilowatt-hours for water heating at the bargain basement price of 1.17 cents per kilowatthour, regardless of season.

Fuel and Tax Clauses Added to Rates

Our Company was able to offer this new rate in areas where fuel and tax clauses were added to residential rates. The new clauses allow us to pick up increases in the cost of fuel used in our power plants and in new taxes imposed, if any. It is apparent that in the face of constantly increasing costs of doing business it would have been impossible to offer such attractive rates

to the public unless we were given assurance that further increases in our operating expenses would not injure the Company's financial structure. (Sound earnings are necessary for us to attract the \$111,000,000 in new capital we need to finance our record 1958-59 construction program.)

It is intended that the new residential rate schedule will ultimately become effective throughout the 28,000 square miles of Texas and Louisiana we serve. At this writing the schedule 205 is not in effect in 5 Texas cities served: Liberty, Cleveland, Groves, Nederland, and Pear Ridge.

In Louisiana, utility rates are regulated by the state's Public Service Commission. The new rates are under consideration by the Commission.

LAKE CHARLES



Hubert Landry, left, receives the sportsmanship award from Luther Risher, president of the Lake Charles bowling league.



First place team members at Lake Charles were presented personalized shirts at banquet. Left to right are Sonny Horstman (holding shirt for team captain W. M. Larkin, who couldn't attend), Ray Kearney, George Trahan, Ed Farlow and Alice Spell.

Crowd at Lake Charles banquet take time out from the vittles to pose for their picture.



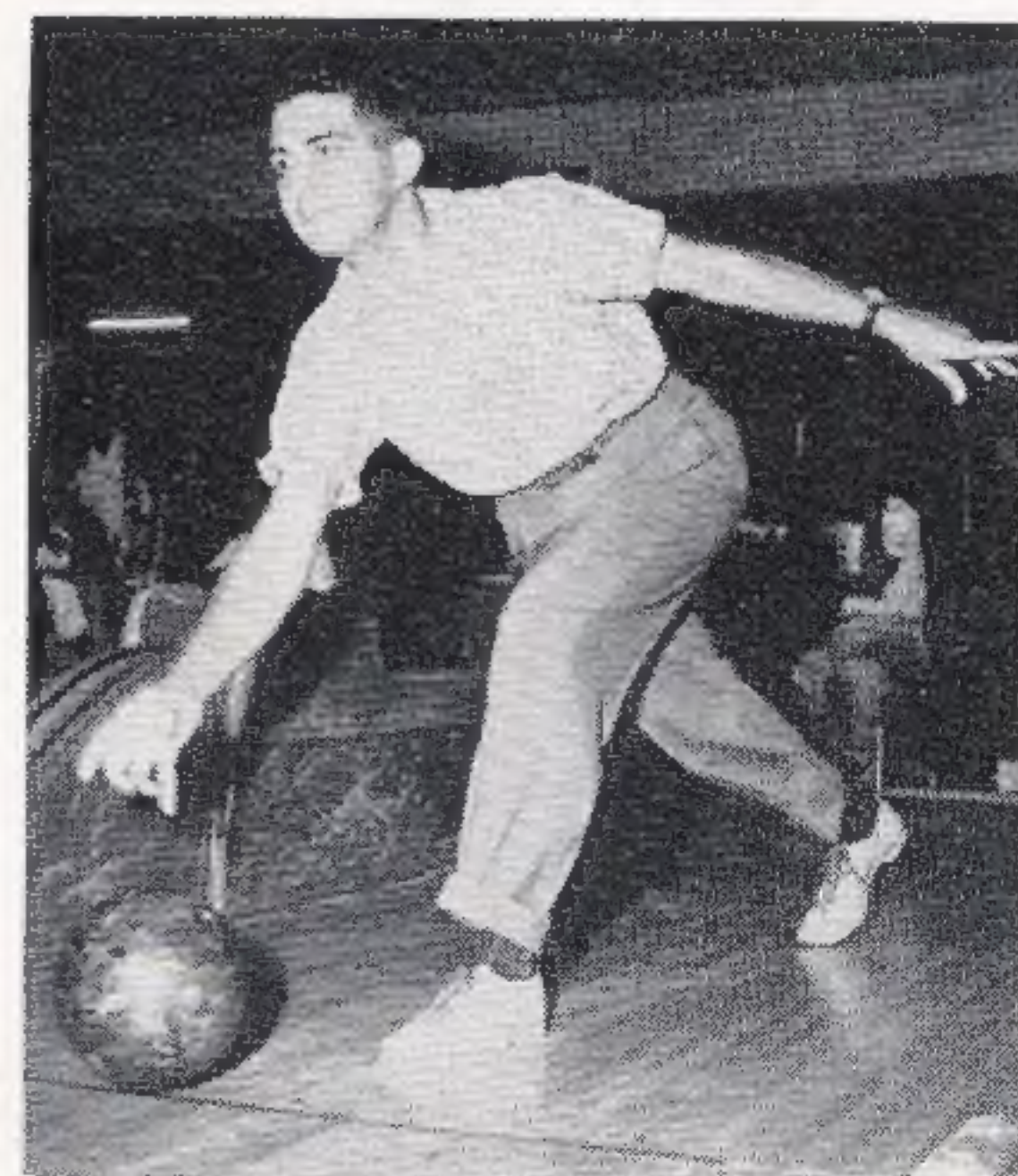
LAFAYETTE



Here are the people who are Gulf States on the Lafayette alleys. Left to right, Jim Dowies, T. J. Thayer, John Smith, Denis Dugas, and Joe Olivier. Honore Miller was absent from the photo.



BATON ROUGE



Jo Anne Parish and Margie Force select their weapons. Right, Edward R. Eichelberger, high man in Baton Rouge with a sizzling 175 average, lets fly in a recent game.

BOWLING ROUNDUP

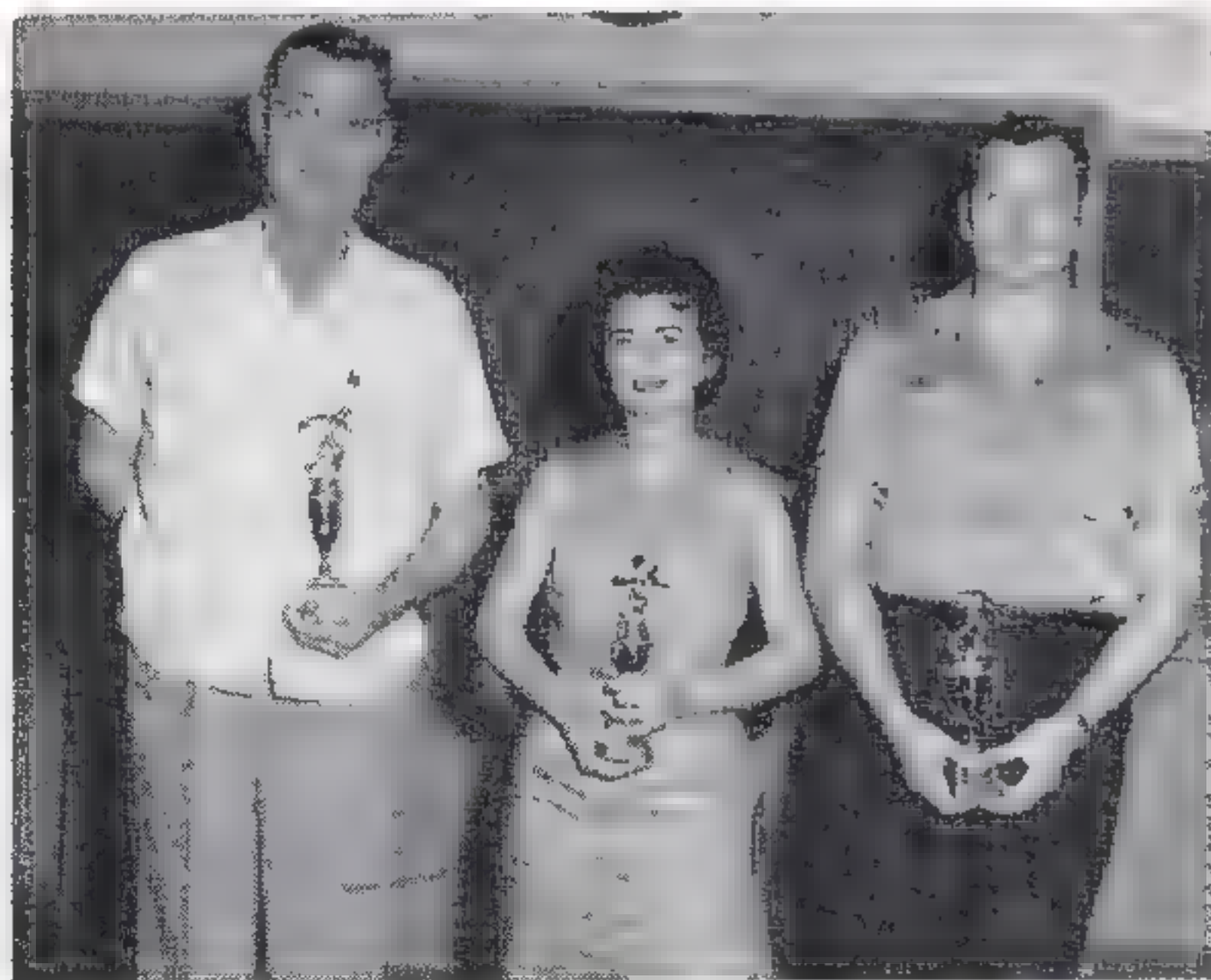
BEAUMONT



Ava Lee Wright presents Buck Martin with the Bowler's Crying Towel as John Scott looks on.

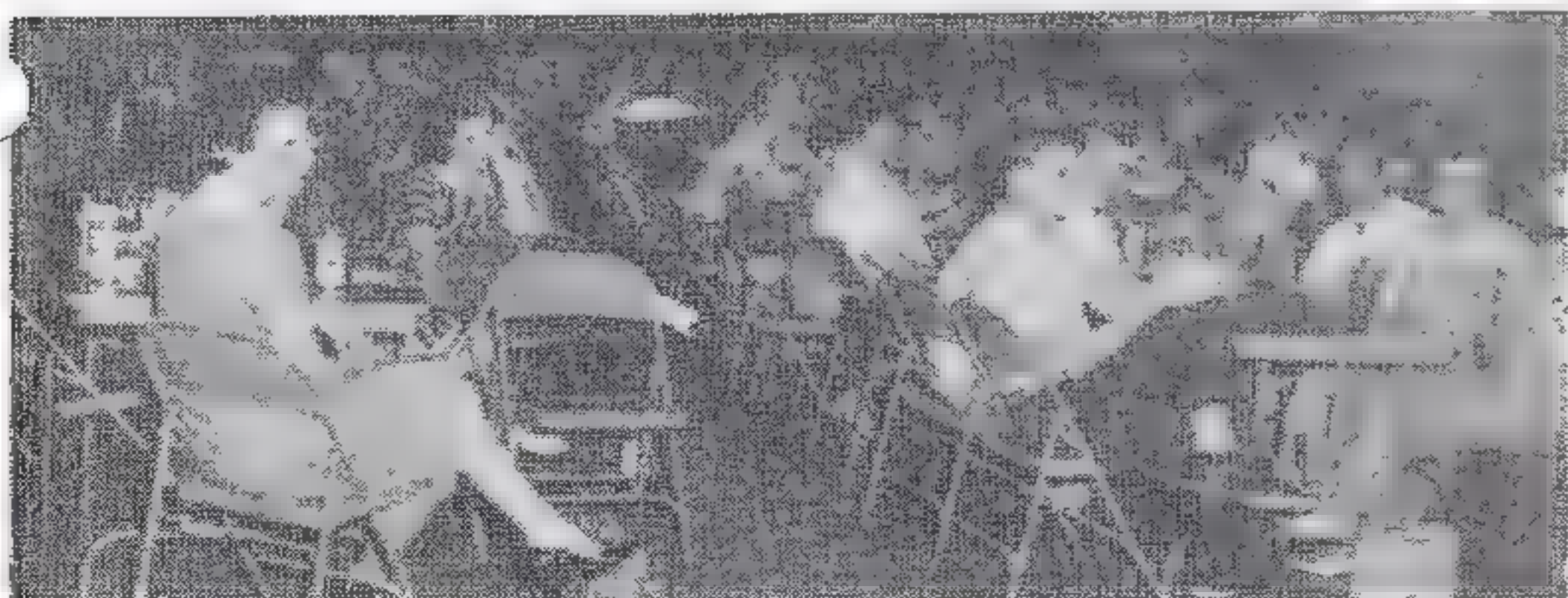


First place team poses with loot. Left to right, Tommy Tomkins, Butch Franklin, Muriel Hayes, Maxine Thomas and Captain Bobo Faggard.



Individual winners Lonnie Pace, Dean Morrell and Charles Wright seem happy enough about the goings on.

Beaumont banquet crowd over shrimp and trimmings listen to proceedings at impromptu meeting.



PORT ARTHUR

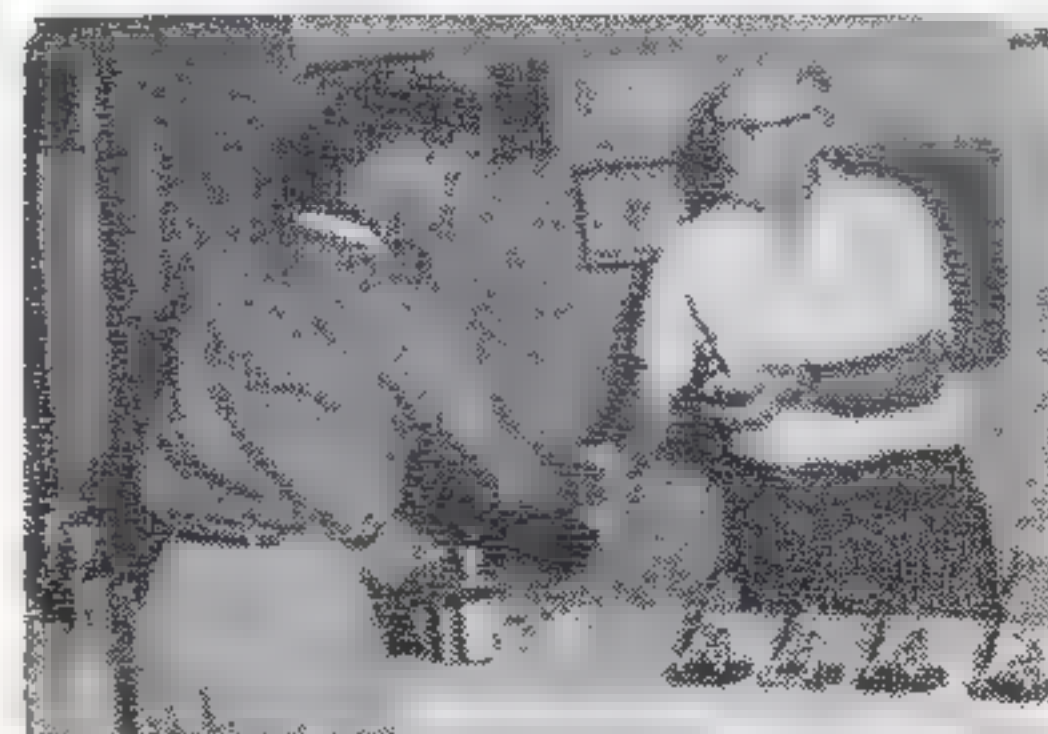


These are Port Arthur's best! Ray Poole and L. Marshall pose with their high-game trophies.



Port Arthur's team trophy winners smile in triumph. Left to right are Tommy Gaspard, Dudley Benoit, A. Boutte, John C. Siddall, and N. L. Romero.

Division Manager C. M. Scott congratulates T. J. Gaspard and presents him with desk-set award.





A big smile may get me another soda-pop.



We've been waiting an hour. If she gets another...

Short Circuit Clubbers have

Fun In The Sun



Must be an old model. No power steering.

Last month the Short Circuit Club of Baton Rouge held their annual picnic. Among other things, there were airplanes, cars, horses and swings for the kids, plus dancing and eats for all. Everyone had fun. Can't you tell?



Com'on now, you said you were going to swing me.



Don't just stand there.
Help me get this thing off the ground!



O. K. Open the chute. I'm ready, boys!



One weiner and one bun make one
hotdog for hard workers Roy Beatty
and J. R. Braud.



Tom Carr says,
"Buns! Millions of buns."



"Look! We hold hands like this."
"But it isn't the same thing
they're doing."

Rock and roll. That's our style.





What Others Are Saying

Legalized Tax Dodgers

There is one industry that has always planned for the future. In spite of every obstacle, it knows the United States is going ahead, and it builds to be ready for that growth.

The electric companies constitute that industry. Last year, for instance, average residential use of power passed 3,000 kilowatt hours for the first time in history. That figure means progress.

The investor-owned utilities have scheduled construction expenditures of more than \$4 billion for this year—a healthy 10 per cent increase over 1957. And more than 120 companies are participating in atomic power projects.

And here's a fact that should interest every taxpayer. Taxes actually represent the largest single item of expense in private electric company operation. They amounted to nearly \$1,860,000,000 last year—the equivalent of 23 per cent of all their operating revenues. By way of contrast, government-owned power plants pay no income taxes. Some "contribute" relatively small sums in lieu of local taxes. As they now produce some 20 per cent of the nation's total power output, they should be paying taxes of \$372 million a year, instead of being dead beats for privileged customers who thus escape their just share of taxation.

The private electric industry comes in for all manner of political abuse by those who would like to see a tax-exempt socialized power monopoly. But it goes right on doing a superb job for the homes, farms, public treasuries and industries of America.

—FORT BEND REPORTER
Rosenberg, Texas

—PT—

What's Given Away When Private Capital Builds a Power Dam?

Hard to down is the notion that a license to an electric-power company to build a dam or power plant on a river site represents a conscienceless "giveaway" of the people's priceless resources . . .

—THE SATURDAY EVENING POST
(March 29, 1958)

It's Your Money. Do You Approve Of The Way It's Being Spent?

For fiscal 1959, the Federal government proposes to spend \$74 billion, a peacetime record high.

In the face of this tremendous budget (ten short fiscal years ago the budget was \$40 billion), hope for a tax cut is dimmed; the nation's debt ceiling will be breached; deficit spending threatens again. The average taxpayer must expect to heed the poet's dictum: "Never ask of money spent/Where the spender thinks it went."

The taxpayer has a right to ask where the money "went." While he will support reasonable spending to make the nation strong, he ought to ask how defense money is being spent, ask it be spent wisely.

More important, he should insist "domestic spending as usual" be curtailed. He should, for example, ask why spending for civil benefits is likely to be \$1.3 billion higher in fiscal 1959 than in fiscal 1957—before Sputnik shot into the sky.

It is often asked: just where does all this money go? In the table below, Tax Foundation, Inc. shows what the new budget, by spending categories, will cost an average family with an income of about \$5,000 whose total 1959 Federal tax burden* is calculated at about \$800:

National Defense	\$496
International Affairs and Finances ...	14
Veterans' Service and Benefits	54
Labor and Welfare	39
Agriculture and Agricultural Resources	50
National Resources	16
Commerce and Housing	18
General Government	15
Interest	85
Allowance for Contingencies	13
Total ..	\$800

*Includes indirect taxes; excludes soc. sec. taxes.
—from Monthly Tax Features

—PT—

What The Orange "Leader" Says

Flicking the switch for a light fixture is an act of confidence.

We expect the action to send electric power surging through wire filaments or a gas and drive away gloom or darkness.

Except on rare occasions it does. So we have no special reason to give thought to the number of millions of dollars it takes to guarantee that the flick of a switch will result in light about 999.99999 times out of 1,000.

In that respect we differ from the people who work for the Gulf States Utilities Co. They give a lot of thought to the number of millions of dollars it takes to provide such a guarantee.

Moreover, they think not only in terms of the present but also in terms of the future. And they think not only in terms of light switches but also in terms of such things as industrial plants which

Hurricane Audrey—One Year Ago

United Appeals Campaigns Provided Relief Agency Funds

A year ago this month the devastating horror of Hurricane Audrey was vivid in the minds of residents of this area.

But even those whose property was damaged felt themselves fortunate in comparison with the chaos that engulfed the people of Cameron Parish in south Louisiana.

From our own people who were there working to help pick up the pieces came reports of the atmosphere of doom which followed the incredible fury of nature gone berserk.

There were, however, some bright rays of sunshine among the clouds of tragedy. The work of the American Red Cross and Salvation Army, who were on the scene almost before the wind had died down, had never



been more needed and appreciated by those who were there. These volunteer agencies undertook some of the dirtiest, most gruesome jobs; jobs that someone had to do, and they did them well.

The work of these men and women cost money. But no one had to pass the hat in our area. The various united fund-raising campaigns of the previous year had already done that.

One of the arguments volunteer workers sometimes hear during "once-for-all" campaigns is "I don't know where the money goes." Cameron Parish is one place your contribution went—and through the Red Cross and Salvation Army—all who gave their share can feel better knowing that they have the undying gratitude of the people of Cameron.

use as much electric power as a small city.

They have been thinking along those lines for as long as the company has been in existence, but have had to think especially hard since the outbreak of World War II touched off a continuing period of economic development within most of the two-state area they serve.

The GSU people gear such thinking to the knowledge that if a new home is built in their territory five years from now the owner will expect electric power ready at the flick of a switch.

They also gear such thinking to the knowledge that if a new industrial plant goes up in their territory five years from now the proprietors will expect electric power ready at the flick of many switches.

They must, therefore, be able to make very accurate forecasts of the number of household and industrial switches which will be added within their territory five years from now.

GSU people have been uncannily accurate in such forecasting with the result that although tens of thousands of new switches have been added to their

system over the past 18 years there always has been electric power for all and some to spare.

Current forecasting of the GSU people anticipates a great deal more economic development within their territory during the years immediately ahead.

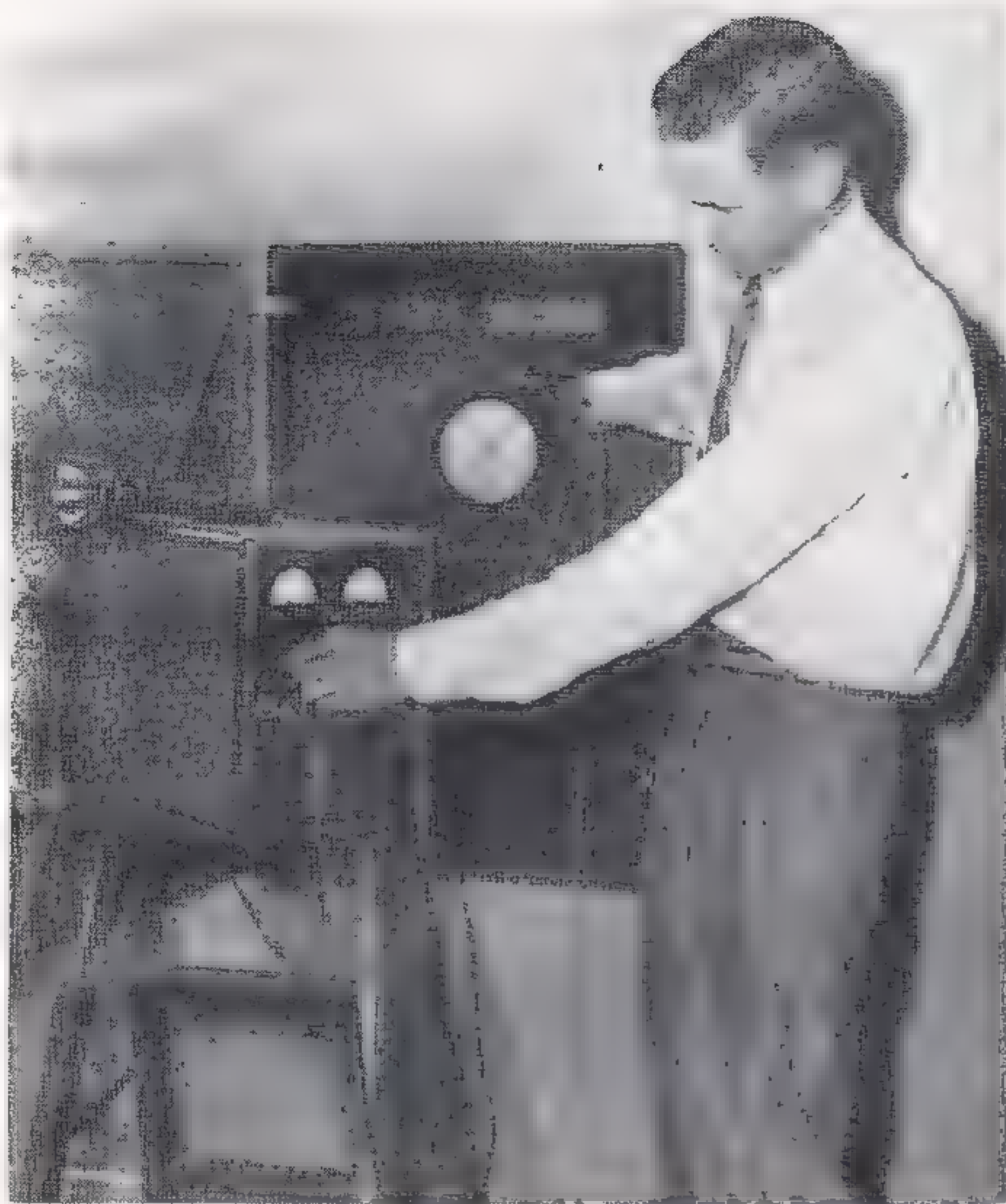
That led to a decision to continue making multi-million-dollar investments in electric power generating and transmission facilities to provide for the addition of more tens of thousands of household and industrial switches to the company's system.

And that in turn led this week to the largest financing action ever undertaken by the company—the sale of over 30 million dollars worth of securities.

GSU people have been eminently successful both in their long-range, multimillion-dollar thinking and in the financing programs resulting from such thoughts.

We take off our hats to them on both counts.

—THE ORANGE LEADER
(May 21)



Henry Kluttz, system turbine maintenance engineer, demonstrates use of tester on #7 unit at Neches Station

VIBRATION TESTER

Locates Generator
Troubles While Unit
Is In Operation

Like health, electricity is taken for granted — until it's not there. We want our electric service to be taken for granted and we do a lot of things to make sure that the equipment that helps us generate and deliver electricity is kept healthy, too.

For instance, a new piece of equipment in our Production Department helps us decrease the number of costly tear-down jobs on our big turbo-generators by spotting trouble before it gets out of hand.

"We feel we averted a major repair job on one turbo-generator, which would have cost quite a sum, by detecting the trouble at an early stage with our new vibration tester," said Henry Kluttz, system turbine maintenance engineer, telling the advantages of our electronic vibration testing apparatus.

Like a Doctor's Stethoscope

"There was no other method of detecting the trouble while it was in operation. You couldn't see or feel the above-normal vibrations, but our test-

ing machine will show a change of one quarter of a mill. (A mill is one thousandth of an inch.)

"A variation of two mills over a period of time is all right, but this particular unit showed an eight mill change since the last test period. Analysis of the readings showed the trouble was in the turbine blades and, upon tearing down the unit, we found one blade missing.

"Readings are taken, at each bearing, of the shaft and bearing, but the shaft readings are most important. The reason? Well, bearing construction is such that they can withstand terrific vibrations for long periods without an indication of trouble, while trouble on the shaft causes considerable agitation and is readily detected."

Pointing to the left dial of the tester, Mr. Kluttz said, "This one registers vibration strength in mills. The other gives vibration frequency.

"The part that looks like a flashlight is a strobe unit that helps determine the high point of the vibration. Our

primary use of this gear is on our generating equipment, but it can be used on fans, pumps, motors or any type of rotating machinery.

"We analyze the readings in three ways. First we compare present readings with those taken when the unit was known to be in good condition. Second, we compare them with standard readings set up by the manufacturer. And, third, we study frequency of vibration present and this gives us leads to troubles in the unit.

"This method of testing," Mr. Kluttz continued, "saves time and money for the Company by eliminating the practice of taking each unit apart every one or two years for inspection. Now, if no trouble is found, they can run five or six years without opening. It also makes it possible to detect troubles at an early stage and correct them before they become serious."

Like so many other testing devices used by our Company, the Production Department's vibration tester helps us continue to provide dependable service while holding down costs.

SERVICE AWARDS

40 Years



W. W. Eckles
Engineering
Beaumont

30 Years



R. M. Craig
Distribution
Navasota

20 Years

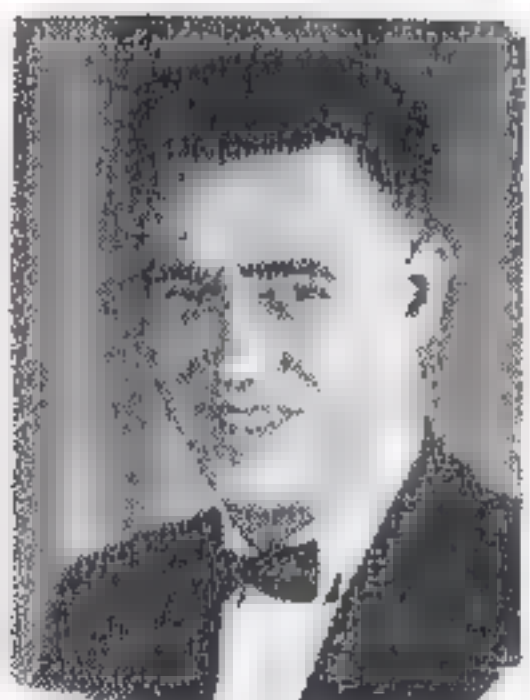


F. L. Marston Jr.
Gas
Baton Rouge



A. D. Speeg
Production
Baton Rouge

10 Years



Vernon Blanchard Jr.
Production
Baton Rouge



Helen DeLatta
Treasury
Beaumont



E. R. Eichelberger
Production
Baton Rouge



J. E. Hill
Production
Baton Rouge



Stanford Istre
Distribution
Jennings



J. E. Stout
Distribution
Somerville



F. L. Roberts
Gas
Baton Rouge



M. H. McDaniel Jr.
Production
Lake Charles

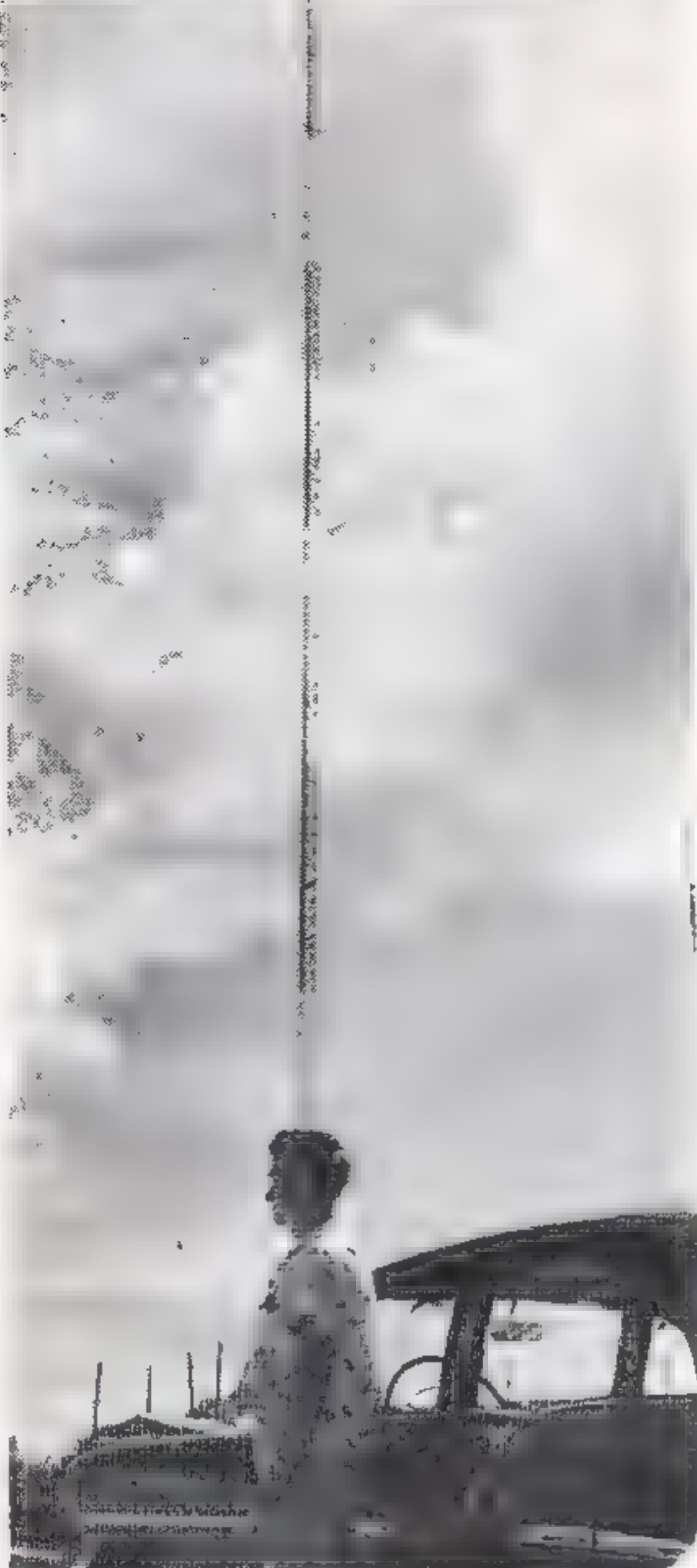


L. E. Stough
Production
Lake Charles



Maxine Thomas
Treasury
Beaumont

THE STORY BEHIND A CUSTOMER'S 'THANKS'— PEOPLE, MACHINES, RADIO AND TEAMWORK



Beaumont's 270-foot transmission tower forms backdrop for Gordon Doss, communications man in Beaumont.

"I have no reason in the world to write this letter except to say your service is out of this world."

This is the opening sentence of a most complimentary letter we received recently from a Baton Rouge customer and it makes us want to elaborate a little about something we at Gulf States can all be proud of—our radio communications system . . . of course, our radio system was only part of the team that made this customer happy. But, it's an interesting story.

Walter L. Colclough, 8244 Rainbow Drive, went on to say:

"This afternoon, as you know, the lightning put the lights out. After waiting an hour I called your office to get an idea as to how much longer the power would be off. (Sure you got a hundred such calls.) The lady that answered the call connected me to Electrical Repairs, and both ladies answered my call as if I was the only one doing business with Gulf States.

"One of the ladies took my name and address, which made me feel bad because I wasn't calling to complain—just to get some information as to how long we would be without lights. She said the matter would be checked. I forgot about it until the lights came on a few minutes ago and right after that one of your service trucks stopped by and I happened to be outside at the time. The serviceman wanted to know if everything was all right. It was and I thanked him.

"As he drove off I said to myself, that's why 'the big get bigger and the small get smaller.' With the service you all give and personnel that handle your business you can't help but keep growing."

The quick service was not by chance—the service truck didn't just happen to get there so quickly. The answer . . . sure, our two-way radio systems.

When a trouble call comes in a lot of things start to happen. If it involves power failure over a large area line trucks are radioed to swing into action and men clamber up poles or substation people check the big circuit breakers to determine just where the disturbance is.

If the matter is localized a crack troubleshooter is dispatched and a lot of times is on the scene almost before the party calling in puts down the telephone.

All possible because of radio.

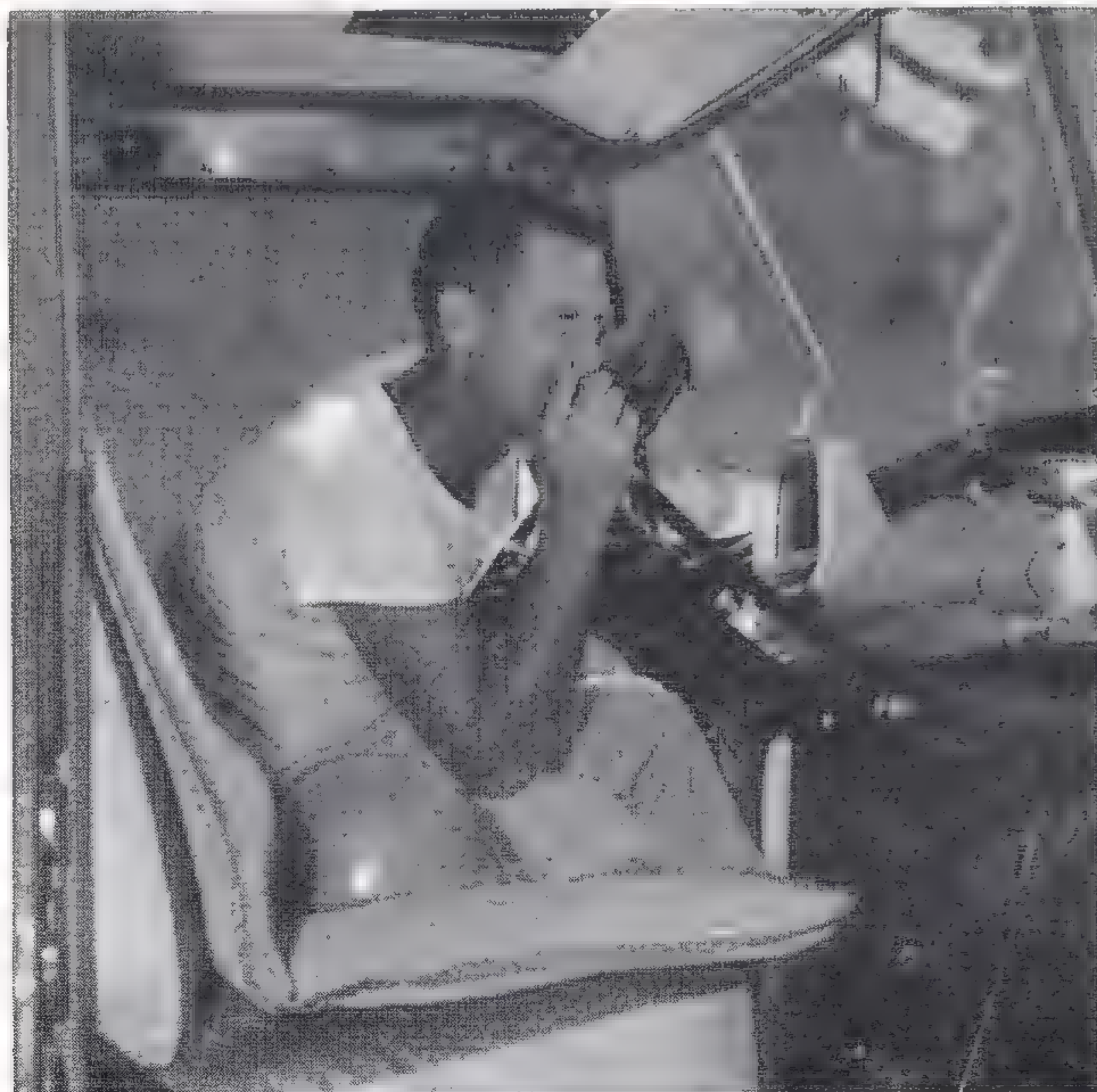
Oh, before we forget, there was more to the letter. . . . "I wanted to write this two years ago when I first walked into your office on North Boulevard. I was really treated fine and it just made me feel good to know that I was being treated like a special customer.

"I can't give credit to any particular person 'cause I don't know them, but in my observation your whole force goes all-out to please people."


A wonderful tribute to all of us. Makes us aware of just how important our product is to the folks we serve and makes us feel that, with appreciative customers like Mr. Colclough, we'll try to do even better in our day-to-day responsibility of providing the best possible—everywhere we serve.

Thanks, Mr. Colclough!

Benny Bruce, Beaumont line truck driver, receives hurry-up message from Beaumont T & D.



Merit Award

FOR DISTINGUISHED ACHIEVEMENT IN ANNUAL REPORTING
AND IN RECOGNITION OF THE EXCELLENCE OF ITS 1957
ANNUAL REPORT TO SHAREHOLDERS, THIS CERTIFICATE IS
PRESENTED TO 

Gulf States Utilities Company

THIS CITATION CERTIFIES THAT THE 1957 FINANCIAL STATE-
MENT OF THE ABOVE COMPANY WAS JUDGED AS AMONG
THE MOST MODERN FROM THE STANDPOINT OF CONTENT,
TYPOGRAPHY AND FORMAT OF 5000 ANNUAL REPORTS
EXAMINED DURING 1958.

Richard J. Anderson
EDITOR AND PUBLISHER

JUNE 25, 1958



Annual Report Wins Tenth Merit Award

For the tenth consecutive year our Company's Annual Report to its stockholders has been selected by Financial World to receive that magazine's coveted merit award certificate.

Financial World annually confers the awards of excellence certificates on annual reports which, in the opinion of the independent board of judges, do outstanding jobs of presenting essential and appropriate information about the Company in an easy-to-read style, while combining excellence of design and typography with balanced, comprehensive contents.

By earning a merit award, our report remains in contention for Financial World's awarding this fall of bronze oscars for the best annual reports in each industrial classification, silver oscars for the best in six broad categories and the gold oscar for the one annual report judged "best of all industry."

The Annual Report is compiled, edited and distributed by the Company's Corporation Department, headed by William H. Gieseke, vice president and secretary.

Attention T & D

Here's A Solution To Woodpecker Worries



The fact that the granite-like beak of pileated woodpeckers cause plenty of grief to our company and other utilities (They ruin expensive poles) is apparently getting around.

Margie Force, our capable PLAIN TALKS reporter in the Baton Rouge T&D Department, recently received a call from the hesitant mother of a nine-year-old boy inquiring if it were true that Gulf States paid \$2 each for dead woodpeckers, as her son reportedly had heard on a local radio station.

When Miss Force told the lady the company had no such policy, she exclaimed, "Oh my! What am I going to do with those dead woodpeckers my son has put in the refrigerator."

Thanks anyway, son. Our linemen love you.

Navasota Division

Now Fed By

138 KV Lines

More dependable power for the Beaumont and Navasota areas was assured June 14 by the midnight to dawn completion of a 138,000 volt feeder line to serve the Beaumont area and to increase transmission capacity for the Navasota Division.

The cutover was accomplished without interrupting the service thanks to cooperation between the T & D Departments of Beaumont and Navasota, backed up by the Relay Departments and Project Engineering groups from the system Engineering Department and both divisions. The actual cutover was made between 12:30 a.m. and 6:30 a.m. on June 14, a time when a temporary outage would not inconvenience customers.

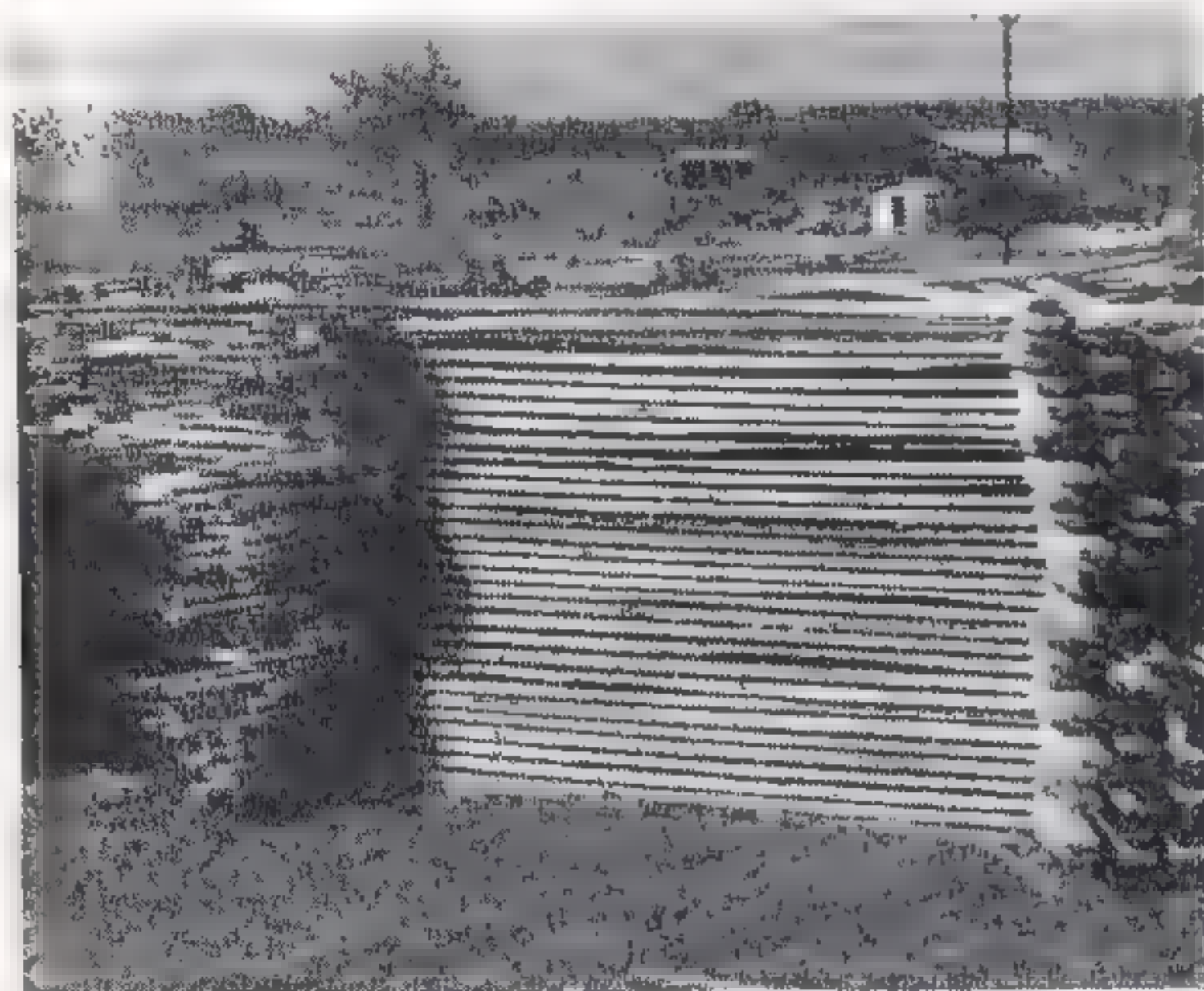
The cutover entailed conversion of the 69/138 Kv Line 93 from Doucette to Corrigan from 69 Kv to 138 Kv operations.



The Navasota Division boasts of industries like the Midland Gasoline Plant near Conroe.

NAVASOTA - AREA OF CONTRAST

Once a predominantly rural area, the Navasota Division of our Company is rapidly becoming more diversified in its industry, which is resulting in a very gratifying increase in population after the decreases experienced in the '40's when farmers left the land to go to the urban areas for jobs.



... the lumber industry is developed

.... baskets are made



Indicative of this upsurge in business and industry is the town of Madisonville, which has 50% of all the heat pumps in the Navasota Division, and, percentagewise has more in use than any other town in the Gulf States system.

No longer is King Cotton the exclusive crop in Navasota: area farmers are diversifying their crops to include grains and other food products. In the town of Navasota, local financiers are constructing a \$150,000 grain elevator to store this produce for transportation to markets. Possibly, this division may some day become the "bread basket" of this area of the state.

TRINITY'S GOLDEN EGGS

In Trinity, the cage layer egg program begun two years ago by the local people has mushroomed to the point where it brings in better than a half-million dollars to this town every year, and it may be a million in another year or so. The people sell their eggs in a cooperative venture.

Modern electric dairies are fast paying off, too, in this division. With few if any mosquitoes to irritate the cattle and with land prices fortunately low enough to encourage pasturing cattle, dairies can grow and provide more employment and money for the area's economy.

At Huntsville, Sam Houston State College is growing rapidly. Once a teacher's college, it has widened its curriculum and now is attracting stu-

dents from all over the state of Texas.

While this area probably lacks the raw materials to bring it to the level of such industrial centers as Beaumont, Baton Rouge, Lake Charles, Port Arthur and Orange, it can and is supporting such industries as: sawmills, basket factories, clothes factories, and welding plants and in the future it is quite possible that more industries will seek out sites here through the cooperation of local chambers of commerce, bankers, businessmen and industrialists of the area, and our own new Area Development Department. Such industries as broomhandle factories, pressed board factories and paper mills can be expected to further enrich the area's economy in the next few years.

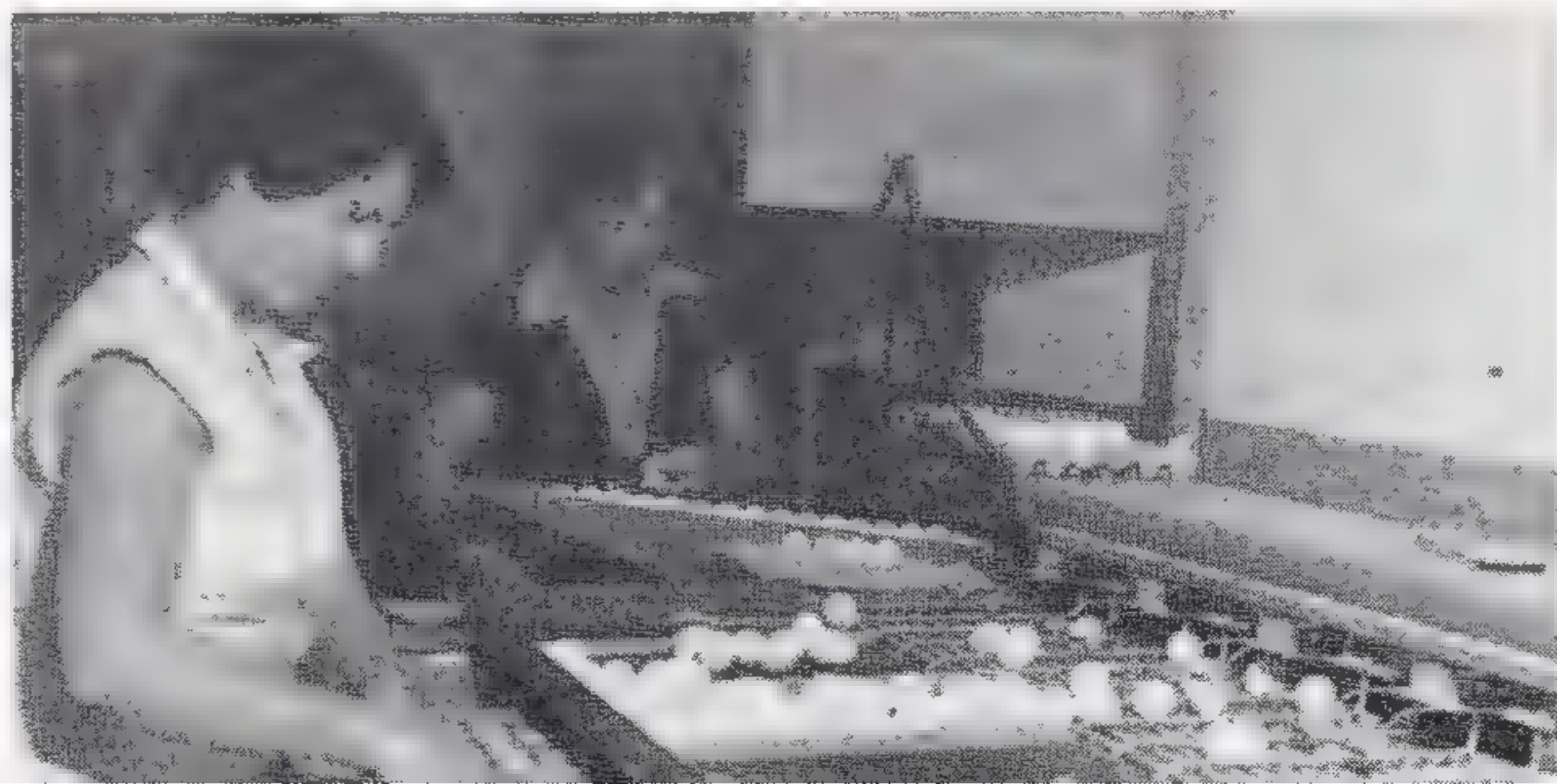
AREA IS DEVELOPING

Significant are the figures experienced in our residential loads in this area. In 1945, they amounted to only 8,000—now they have more than tripled. Commercial and industrial loads have done the same. The industrial revenue now accounts for about 1/3 of the gross income in the Navasota area.

The best thing about this increase in industry is the job opportunities that arise. It is no longer as common for the young people in the area to leave for the big cities to find employment. Now they can find employment here in Navasota Division.

Watch Navasota—it's growing like Topsy.

And Trinity's egg-laying program has helped town's economy.





C. A. Smith and W. P. Gautreaux, both of the Baton Rouge Gas Department, prepare their discussion on Proper and Improper Installation Procedures for Gas Heating and Cooking Equipment, which they led during a meeting of the Louisiana Arson and Fire Prevention Association in Baton Rouge. Over 300 firemen attended the week-long meeting.

Thrift Plan Investments

Purchases of Gulf States Utilities Company stock made by the Trustee during June, 1958, covering employee deductions and Company contributions through May, 1958, were as follows.

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	794	\$35,656.80	\$ 44.90780
\$4.40 Preferred	70	7,059.58	100.85114

The Trustee deposited \$21,322.20 with the Savings Department of The First National Bank.

NEITHER RAIN, HAIL, LIGHTNING OR THUNDER . . .

Company Well Represented At West Point

Three young men - Steve Scott, Jim Stokes and Jerry Moore - from the Golden Triangle area now attend the U. S. Military Academy at West Point. If their last names are familiar, you may know they are two sons and a brother of Gulf Staters.

Steve Scott is the son of Mr. and Mrs. C. M. Scott. Mr. Scott is our division manager in Port Arthur.

Jim Stokes is the son of Mr. and Mrs. J. M. Stokes. Mr. Stokes is our claims director in Beaumont.

Jerry Moore is the brother of Joyce Moore, who is employed in our Beaumont Customers Accounting.

Automation seeks to replace not merely the exercise of muscles but of eyes and of memory as well. Its object is not the introduction of more power but the reduction of monotony, so that intelligent people can be free to do things more equal to their capabilities



. . . shall prevent Reddy Kilowatt from carrying out his appointed tasks. Although Mother Nature does give us some bad moments, this parody was true in Addis, Louisiana, last month when lightning splintered a power pole located in a cane field south of town, all the way from the top to five feet in the ground. Although splinters were found as far as 200 feet in all directions the service was miraculously uninterrupted and the cross-arm assembly and power lines were left intact. Addis is south of Port Allen on the west side of the Mississippi River in the Baton Rouge Division.

PLAIN AND *Fancy* TALK

... AND HOW DOES *Your* GARDEN GLOW ?

Reddy Kilowatt, who's been chasing shadows from homes for years, is moving outside more and more to add both beauty and convenience to modern living.

Leonora O'Neal, Company home service director, presented a program on "Feature Lighting for Home Gardens" as a highlight of the Garden Symposium sponsored in Beaumont June 24-25.

The R. E. Jones home at 4170 Treadway Road, Beaumont, was featured the evening of June 24 in the display, which made use of various lighting arrangements to achieve striking effects in outdoor illumination.

A large caladium bed was lighted with double-mushroom fixtures. A self-contained pool with fountain was on hand—complete with circulating pump for continuous flow and brilliantly lighted. A huge oak tree with draping moss gleamed under land-based mercury vapor units.

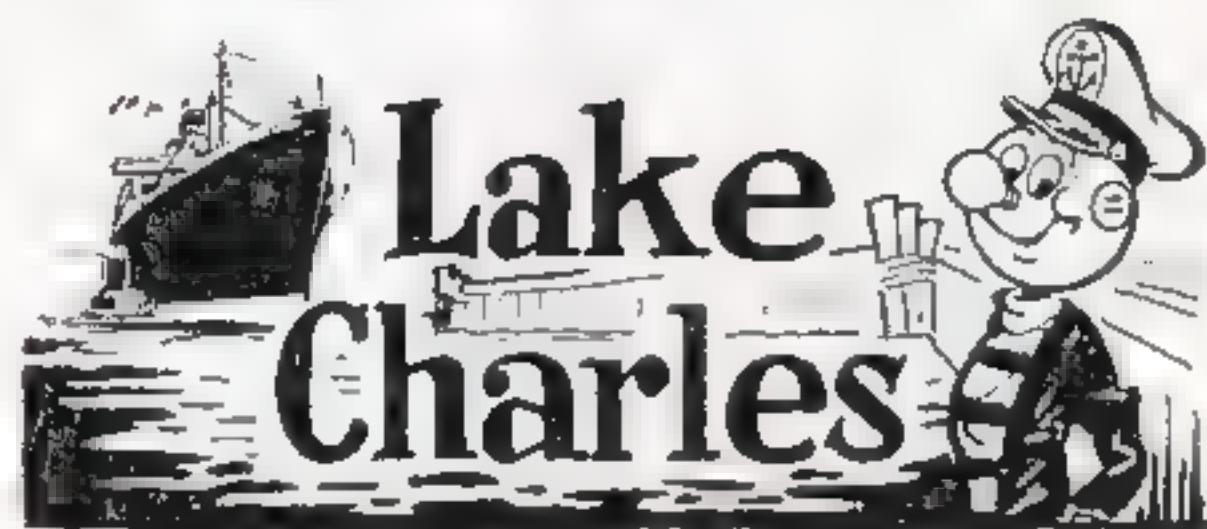
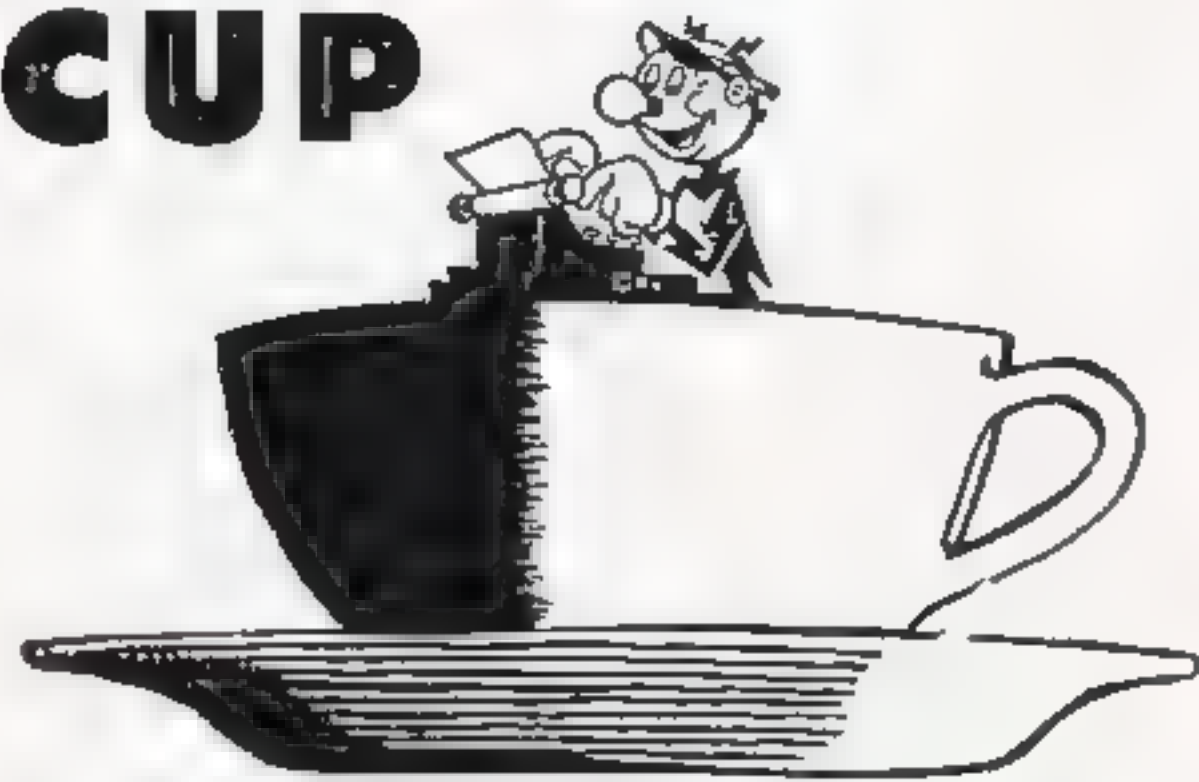
Amber and green floodlights bathed a vine-covered hackberry tree, and other sections of the garden were illuminated by colored floodlights and an outdoor bubble-type fixture.

The group attending the display enjoyed an outdoor barbecue dinner.



over the

COFFEE CUP



William M. "Slim" Larkin, commercial and industrial sales supervisor in Lake Charles, was elected secretary of the Petroleum Electric Power Association at the organization's annual meeting in Fort Worth recently. Vice President and General Sales Manager E. L. Robinson of Beaumont, was one of the guest speakers at the meeting and L. V. Dugas, system industrial sales and area development supervisor, Beaumont, served on the program and nominating committee.

A surprise going-away party was given June 26 for Mrs. Floy Wilson, Lake Charles Sales Department, who had been with the Company 15 years. Cake and ice cream was served at the party, which was held at Wanda Moore's camp on Prien Lake. Employees of the uptown offices presented her with a piece of luggage, and F. F. Johnson, superintendent of sales, represented the group. Mrs. Wilson is going into private business.

JENNINGS

Enjoying their vacations this month are Henry Buckalew, serviceman first class; Jessie D. Fremin, bookkeeper, and Cynthia LaChaussee, departmental clerk.

We're glad to see Joan Arabie back on the job after a brief illness.

And we're glad to hear that Lester Gauthier's car, previously stolen from his home, was recovered in Birmingham, Alabama. Lester says it wasn't too badly damaged and is still in good running condition. Lester is a senior engineer's assistant.

Birthday greetings to Harold Airhart, Cullen Rome, Harry Guidry, Albert Louviere, Ivy Becnel, L. J. Pitre, Dale Desormeaux, Wilson Meaux, and John Petitjean.

—By Cynthia Nolan



Amos L. Fontenot, Jennings meter reader, shows the 22 pound spoonbill catfish which he and his son, Bobby Joe, (shown here) caught while fishing last month.

Jennings employees are vacationing in all parts of the country this year.

G. W. Hall, J. W. Billodeaux and Hillard Myer spent theirs at home. Mr. and Mrs. Cheris Trahan toured New York City and other points along the east coast. Mr. and Mrs. Hutt Reed visited Texas.

Miss Jo Beth Carruth vacationed with friends in the Smoky Mountains. Mrs. Sylvia Dupre and husband came home with nice tans, but won't tell where they got them.



The accounting department welcomes new employees—Sherrill Levy, Linda Renfroe, and Elva Evans.

Betty Smith, bookkeeper in customer accounting, is spending her two weeks vacation with a sister in Washington, D. C., and hitting the high spots in New York City.

Margaret Leddy and her husband Charles have just returned from Gatlinburg, Tennessee. Margaret is on the mail desk in the Accounting Department.

Georgette Adams, her husband Elmer and daughter Cathy Jan are spending their vacation in the Black Hills of South Dakota and visiting Pikes Peak. Georgette is a cashier in accounting.

Ann Smith and her husband Douglas enjoyed an early vacation on the Mississippi Gulf coast this year.

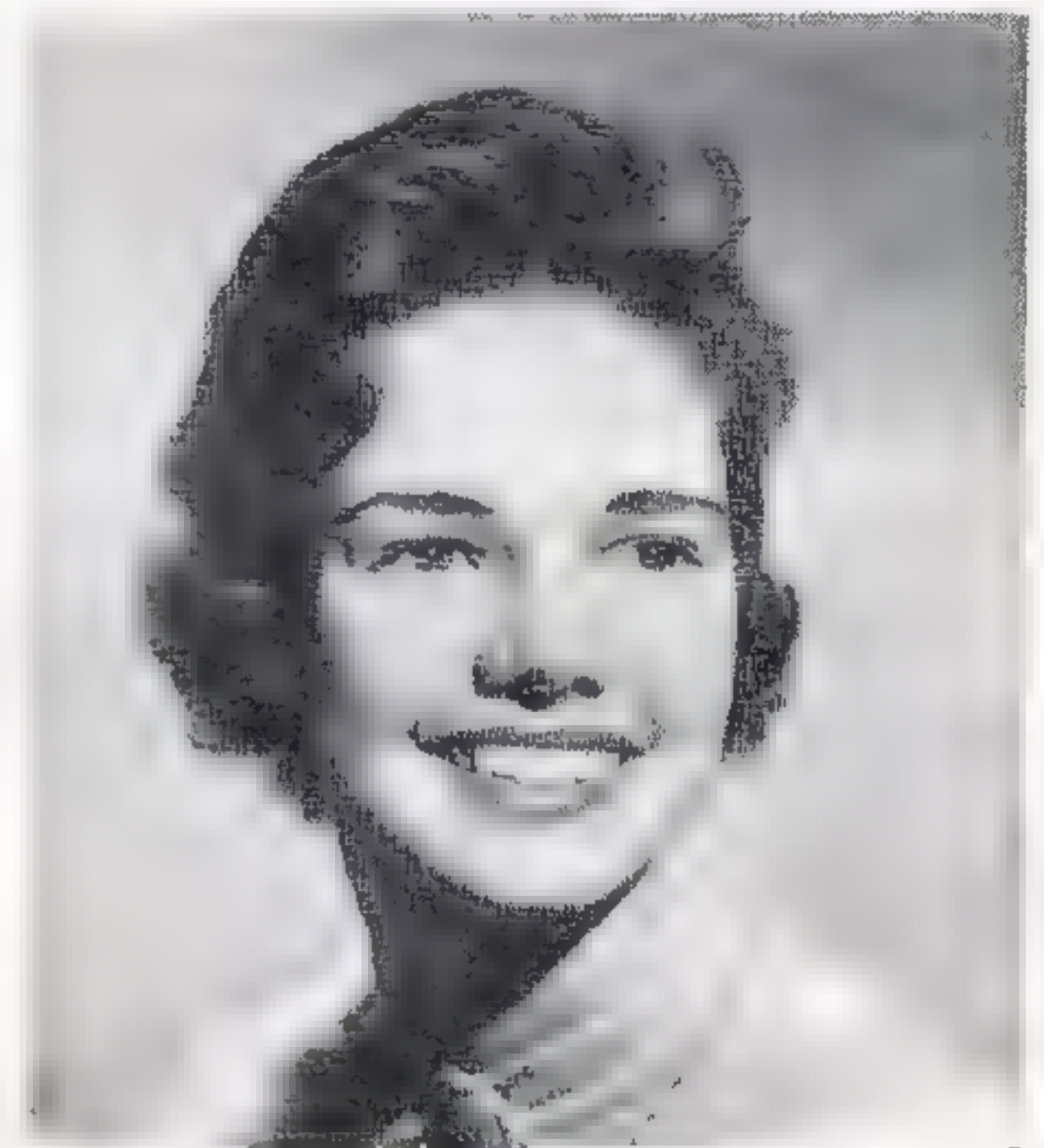
Reeves Garrison, supervisor of customer accounting, and family spent two weeks vacation on Grand Isle enjoying one of his favorite hobbies, fishing.

Carolyn Bergeron, clerk in service applications, plans to spend her vacation in Pensacola, Florida.

Nick Parrino and family plan to spend their vacation visiting in Illinois. He is a meter reader in Baton Rouge.

Alfred LeBlanc spent his vacation visiting in Paincourtville. Alfred is a meter reader in Baton Rouge.

—By Jackie Braud



Jane Landry, 17 year-old daughter of Mr. and Mrs. Henry Landry (he's our industrial sales engineer in Baton Rouge) was recently elected one of the "Outstanding Personalities" at the Leadership Conference held at LSU last month.

Jane, a senior at St. Joseph's Academy, is president of the Glee Club, a member of the Student Council and Library Club. She has been a cheerleader for two years and was elected head cheerleader for the coming school year. Jane is also a reporter for the school newspaper.

Her future plans are to attend nursing school at LSU or Our Lady of the Lake Hospital.

J. W. Lamm was elected vice-president of the Denham Springs Chamber of Commerce last month at their annual elections meeting. Mr. Lamm is our local superintendent in Denham Springs.

—By Joyce Cox

Nancy Bowman of the Purchasing Department has really been busy lately. She and her husband bought a new home and they vacationed in Vicksburg, Miss.

Wanda Slaven, also of Purchasing, got herself engaged on her vacation, to **Wilford Lee**. She hasn't set the "date" yet.

Gladys Smith is now vacationing in Florida with **Letha Austin** and **Virginia Yarbrough**. Understand they are blis-tered.

We in Purchasing, as neighbors of the Storeroom, are glad to learn that **Sam Sharp** has gone on a trip through the west in his air-conditioned station wagon. **Mr. Pace**, Sam's daughter **Bobbie** and her girl friend went along. We feel sure there will be much to hear about this trip.

Speaking of the Storeroom, **M. C. Corkern** broke his leg while using a lawn mower at home. He had a hard time but we hope he is well on the way to recovery.

—By *Ethel Sharp*

ORANGE

Vacation time is really here!

John Prejean and family spent their vacation in North Carolina visiting and sightseeing. **Johnny** is storekeeper in Orange.

D. R. Woodard repair service, and family vacationed in Arkansas recently.

Beth Toney, accounting, toured central Texas—San Antonio, Austin and Waco.

Jerry Hargis, accounting, visited New Orleans and Baton Rouge.

Gene Salonek, power plant, took his family to Missouri for a couple of weeks.

J. S. Rougeau, service department, **Bob Saide**, engineering and **Reba Willey**, sales, are other recent vacationers.

R. D. Godwin, who has been off for some time after major surgery, has come back to work. It's good to have him back on the job and we hope he'll continue to progress nicely.

D. R. Jones from the line crew recently underwent surgery in St. Therese Hospital in Beaumont. We wish him a speedy recovery.

James Short, **David Cormier** (son of **Mrs. Viva Cormier**) accounting, and **Travis Vincent** are new employees in the line department.

Jewel Andress is helping us again for the summer in the accounting department.

—By *Reba Willey*

SULPHUR

Luther Mosier, commercial sales representative in the Sulphur district, was elected third vice-president of the Sulphur Lions Club for the fiscal year July 1, 1958 through July 1, 1959.



Austin Mary, our superintendent of system planning in Beaumont, was recently named Commander of the Beaumont Power Squadron. This organization is a branch of the U. S. Power Squadrons, a national group, and their main objectives are education in safer boating and principles of navigation.

Eddie R. Kell and **W. M. Allen, Jr.** are two new employees in the Engineering Department.

—By *Nadine Hester*



V. P. Gayle

V. P. Gayle, our sales promotion director, was chairman of Southern Area Edison Electric Institute Dealer Workshop, held last month in the Monteleone Hotel in New Orleans. There were 54 representatives from 22 utilities present. Also attending the meeting were **R. M. Andrews**, superintendent of residential sales in Baton Rouge; **W. M. Goff**, supervisor of residential sales in Baton Rouge; **E. H. Little**, supervisor of residential sales in Lake Charles and **Walter House**, sales supervisor in Orange.

Jimmie Grimes, in the Engineering Department, attended Annual Unit Training, U. S. Army Reserve, at Fort Polk, Louisiana.

Eugenia Abel is a new employee in the Engineering Department. Eugenia replaced **Mrs. Carolyn Theobald**, who is now in the standards section of the department.



Patricia "Patty" Dominguez, 13-year-old daughter of **Mr. and Mrs. Cyril A. Dominguez**, recently was graduated from St. Anthony Grammar School to St. Anthony High School here. **Mr. Dominguez** is in the Production Department.

Ten children of Beaumont Gulf Staters are summer employees in the Engineering Department. They are **William Buckley, Jr.**, **Katherine Fannette**, **William Gieseke**, **Martha Kate Jordan**, **David Dunlop**, **Robert Wynne, III**, **Michael Merchant**, **Keith Hansen**, **Thomas Richard**, and **Albert Baird, III**.

Mr. and Mrs. H. C. Sandefer and daughter, **Glenda Kay**, spent their vacation on a trip to the U. S. Naval Academy at Annapolis, Maryland, to visit son **Lonnell** during "June Weeks." **Lonnell** has just completed his Plebe Year at the Academy. On the way up they visited Lookout Mountain and Rock City near Chattanooga, Tenn., and traveled through the Great Smokey Mountains and the Shenandoah Valley. They heard an address by **President Eisenhower** at the academy's graduation exercises, and visited **Congressman Jack Brooks**, in Washington, D. C.

Mr. Delores Prevost recently returned from her vacation. Mr. and Mrs. Prevost spent several days visiting relatives in Austin. They spent the remainder of their vacation working on the remodeling of their house. **Dolores** is a stenographer in the System Residential Sales Department.

Mr. Lionel Dugas, supervisor of industrial sales, is attending a management course at the University of Michigan. **Mr. Dugas** will return July 21.



An all-girls watermelon and hot dog party was given recently by the Beaumont IBM Department. Invitations were sent on IBM cards, and reports were that none of the disappointed "fellows" received any. Only one "outsider," **Ann LeBlanc** of Stores Accounting, was invited. On hand for the festivities were **Loureen Roff, Dora Neal, Aileen Choate, Shirley Marshall, Marion Hall, Louise Dubois, Mary Brooks, Lois Welch, Jeanette Ward, Helen Byrd, Beverly Casey, Carol Latham, Ann LeBlanc, and Nancy McMurry.**

Flo, Larry and Jackie Wenzell, have just returned home from California. Larry spent two weeks in San Diego in Naval Reserve Training while Flo and Jackie visited relatives in Long Beach. While in California, the Wenzell's visited Disneyland, Knotts Berry Farm, Hollywood and Beverly Hills and dined at the Brown Derby. On the return trip they stopped at the Grand Canyon, Carlsbad Caverns, Petrified Forest, Hoover Dam and also saw some of the old Indian huts that are centuries old. Mrs. Wenzell is a stenographer in the Beaumont Sales Department and Larry is in the Production Department.

Mr. and Mrs. J. B. Bishop, Sr. spent several days of his vacation visiting with his mother in Ponca City, Oklahoma. The remainder of his vacation was spent working in his flowers and shrubs. Mr. Bishop is assistant manager of residential sales.

—By *Mary Schlacher*

HUNTSVILLE

G. B. Boswell, line crew foreman at Huntsville, and his family have recently returned from a vacation trip to Carlsbad Cavern, New Mexico, and Old Mexico.

Robert Louis Claussen, husband of **Mrs. Barbara Claussen**, local office clerk in Huntsville, received his B. S. Degree from Sam Houston State Teachers College in graduation ceremonies May 25 at Pritchett Field.

Employees and families of the Huntsville District recently enjoyed a barbecue held in the National Guard armory here. Approximately 20 families were served barbecue plates, buffet style.

Keen Franklin, district serviceman at Trinity, has recently received a letter of commendation from **W. G. Schilder**, Commandant, Eight Naval District, for services rendered as Commanding Officer, Naval Reserve Electronics Platoon 8-10, Huntsville.

—By *Dorothy Stanford*



The above photo shows **C. A. Estes**, Navasota Meter Department, and **Clyde Boles**, substation mechanic, with part of catch of gaspergou they made recently in the Brazos River.

—By *Anna Weatherford*



Mr. and Mrs. Joe E. McMorris, on the birth of their fourth son, **Joseph**

Keith, May 8. Mr. McMorris is in the Baton Rouge Production Department.

Mr. and Mrs. Donald L. Strickland on the birth of their second child, **David Wayne**, May 23. Mr. Strickland is in the Baton Rouge Production Department.

Mr. and Mrs. David H. Thornhill, on the birth of their second child and first son, **William David**, April 25. Mr. Thornhill is in the Baton Rouge Production Department.

Mr. and Mrs. Homer C. Shawver, on the birth of a daughter, **Sandra Louise**, June 10. Mr. Shawver is in the Line Department in Beaumont.

Mr. and Mrs. L. J. Bodemann, on the birth of their first child, daughter **Cynthia Ann**, June 17. Mr. Bodemann is in the Engineering Department in Beaumont.

Mr. and Mrs. Kenneth Sutton, on the birth of their fourth grandchild, **Katherineene Alden Coates**, born May 15 in Washington, D. C., where her parents, **Mr. and Mrs. Russell Coates**, reside. Mr. Sutton is advertising director in Beaumont.

Mr. and Mrs. V. V. McGee announce the birth of a son, **Vernon Keith**, at St. Mary's Hospital, June 13. Mr. McGee is employed in our Port Arthur Repair Department.

Mr. and Mrs. Murphy Gautreaux, on the birth of their third daughter, **Karla Elaine**. Mr. Gautreaux is a meter reader in customer accounting, Baton Rouge.

Mr. and Mrs. Walter House of Orange, on the birth of their second granddaughter, **Florence Catherine Taussig**, June 24, in Lake Charles. Mrs. Taussig is the daughter of **Mr. and Mrs. House**.

Mr. and Mrs. Edwin Judice, on the birth of a daughter, **Diane Gail**, born June 19 at Our Lady of Lourdes Hospital in Lafayette. Mr. Judice is a lineman first class.

Mr. and Mrs. Walter Davis, on the birth of a daughter, **Tammy Lynn**, March 14th. Mr. Davis is in the Beaumont Engineering Department.

SYMPATHY

PLAIN TALKS extends sympathy to **W. P. Carroll**, our local superintendent in Madisonville, on the death of his mother, **Mrs. R. H. Carroll** of Bryan.

GROWING with Gulf Staters



Posing on their front lawn are Craig, Gayle, Gary and Kirk Bailey, children of Mr. and Mrs. C. M. Bailey, Baton Rouge. Mr. Bailey is in the T & D department.



Here is Tina Ellen Williams, four-month-old daughter of Mr. and Mrs. Max Williams, Jr. Mr. Williams is serving in the Marine Corps in Japan. Mrs. Williams is employed as local office clerk in Huntsville.



Shown above is Stephanie Leigh Bowman, daughter of Dr. and Mrs. Edwin Bowman of New Orleans. Stephanie, born May 5, is the granddaughter of Mr. and Mrs. Valdemar Westh. Mr. Westh is in the Baton Rouge Production Department.



Hi-flier pictured here is James Francis Donaldson, five-month-old granddaughter of L. F. "Jack" Donaldson, electric service supervisor in Baton Rouge.

Helicopter Causes Power Failure

Power was interrupted for about three hours when a helicopter hit a power line located about a mile south of the Nesser Overpass on the Airline Highway in Baton Rouge about six p.m., July 1.

The 'copter was one of three military units enroute from Ft. Polk to New Orleans and had just taken off after refueling at Ryan Airport in Baton Rouge when the accident occurred. Neither helicopter or the pilot received serious damage.

PLAIN TALKS Reporter List

BATON ROUGE DIVISION

Jackie Braud	Accounting
Virginia Yarbrough	Electric
Marion Brown	La. Station
Jo Ann King	Gas
Margie Force	T & D
Ethel Sharp	Purchasing
Joyce Cox	Sales

BEAUMONT

Mary Schlacher	Sales
Mary Ener	Customer Accounting
Tom Stiteler	Line
Gail Van Cleve	Neches Station
Reba Willey	Orange
Doris Cryer	Silsbee
Dora Porter	Billing
Doris Campbell	Gen. Accounting
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Acc.
Margaret Galloway	T & D
Helen Clark	Credit
Minnie Marino	Accounting
Nadine Hester	Planning

LAKE CHARLES

Fay Denny	Sales
Eddie Belair	Jennings
E. C. McGeehee	Riverside Sta.
Cynthia Nolan	Lafayette
W. S. Sharp	Sulphur
Ann Snider	Engineering
Jean Kiehl	T & D
Jack Bass	Sales
Nancy Langley	Accounting

NAVASOTA

Jeannette Sangster	Navasota
Anna Weatherford	Operations
Louise Satory	Calvert
Jane Bazzoon	Cleveland
Mablene Polard	Trinity
Dorothy Stanford	Huntsville

PORT ARTHUR

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland

June Winners Announced In Safety Department Contest

Case Number 4

The five best solutions to this case are worth \$5 each to their employee authors. Send your ideas to Safety Director Frank Jones, Safety Department, Beaumont.

This month's case is:

"My work is outside in all kinds of weather. I have been doing this type of job since 1948 and have never had an accident before.

"Last month I very nearly lost my life when I fainted and came in contact with an energized line. It was a particularly warm day and my case was diagnosed as heat exhaustion.

"What can I do to prevent this happening in the future?"

Employee winners of \$5 each in writing in the best solutions to Case 3 are:

N. T. Pugh and J. L. Marchesseault, Baton Rouge Engineering Department—"When closing car doors make sure one hand knows what the other hand is doing."

H. J. Bourque, Lake Charles Garage — "When getting out of a car, make sure your hands are clear of the door channel. Always place one hand on the door handle to shut the door while keeping the other out of the way."

Annie Hebert, Port Arthur Service Center — "Use one hand on the door handle, while keeping the other clear of danger."

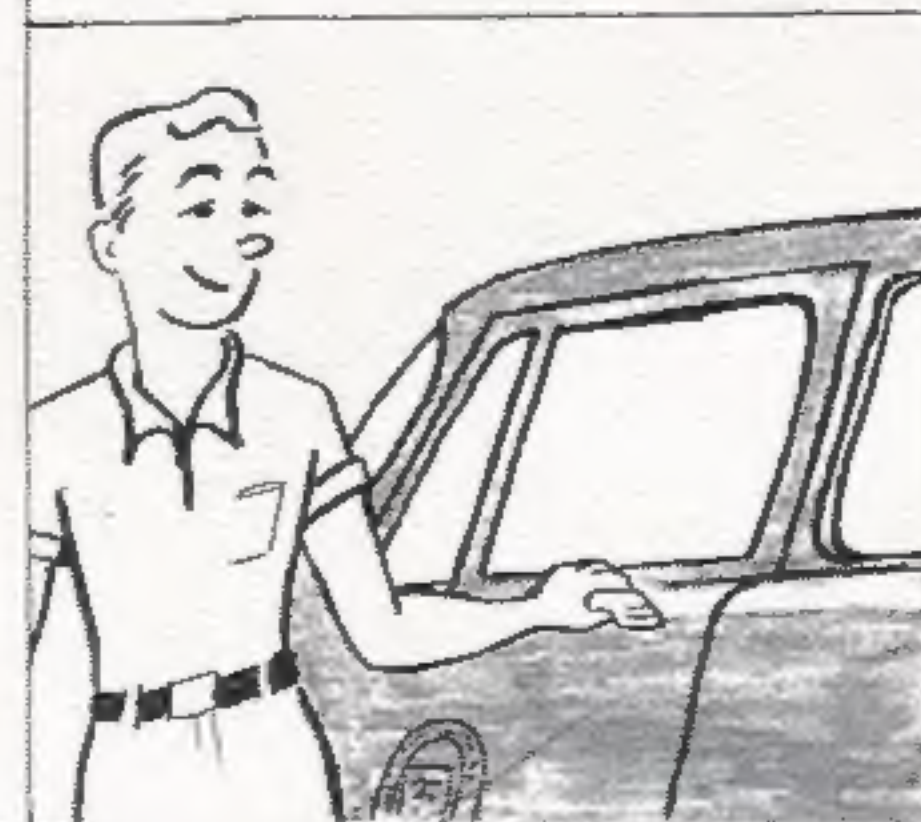
Kyle A. Hutchinson, Beaumont Service Center — "Car doors can cripple. Handles were put on the doors to use, so use them instead of the door facing."

Al Eggart, Baton Rouge Engineering — (PLAIN TALKS appreciates the time and effort he spent on the following drawing.)



THREE WAYS TO
GET OUT OF A
CAR WITHOUT
CLOSING THE
DOOR ON YOUR
THUMB

1. USE A BOXING
GLOVE



2. CLIMB OUT THE
WINDOW



3. DO IT THE SAFE WAY
USE THE HANDLE — IT WAS DESIGNED TO
CLOSE THE DOOR AS WELL AS TO OPEN IT

First Aid Skill, Quick Thinking Help Beaumonters Save Life Of Boy Hurt in Freak Mishap

A KNOWLEDGE of first aid and quick thinking on the part of Clifford Kuritz of 1565 Glover St., paid off yesterday when a 12-year-old boy received a deep laceration of his right arm in a freak accident.

Hendrix Parks, son of Mr. and Mrs. Walter Parks of 1655 Brockman St., was riding as a passenger on the back of a home-made four-wheel motorized cart. The boy slipped and caught his arm in the sprocket of the vehicle.

Mr. Kuritz, in whose yard the accident happened, slowed the flow of blood by holding his thumb on an artery above the injury

until Beaumont Ambulance Service arrived and took the boy to Hotel Dieu Hospital. The ambulance driver said the action could possibly have prevented a tragedy.

Mr. Kuritz received first-aid training at Gulf States Utilities Co. where he works.

The Parks boy was in surgery last night, and his condition was not immediately known, but he was not believed to be in critical condition.

This is a tribute to a Beaumont Gulf Stater—from Neches Station.

We can all be proud of Clifford Kuritz . . . and the Company first-aid training program that gave this story a happy ending.

